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Acadian Peninsula
Labour Market Study, 1991

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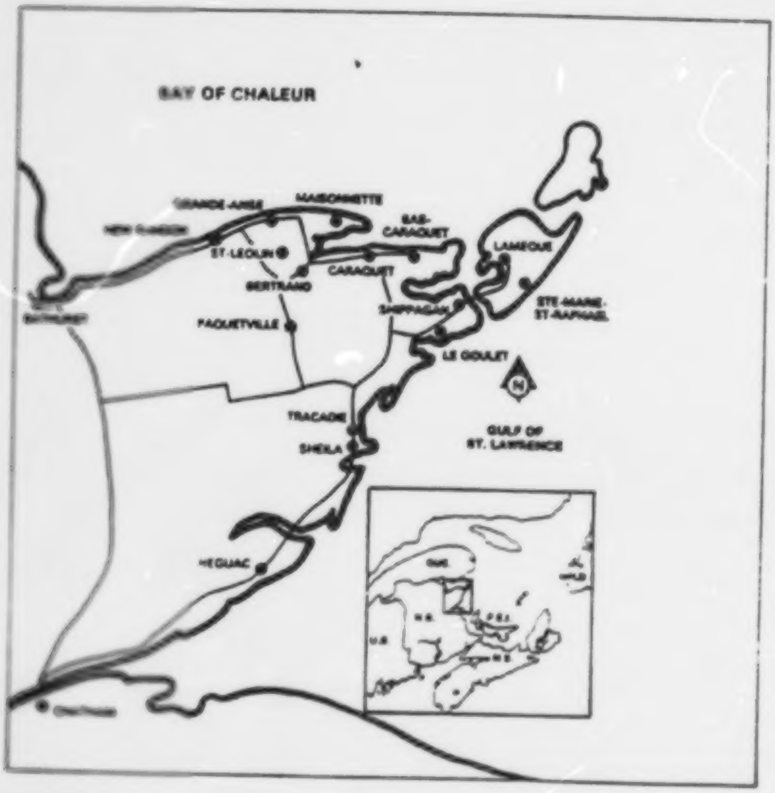
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TABLE OF CONTENTS

TABLE OF CONTENTS

PAGE

FOREWORD

INTRODUCTION 1

EXECUTIVE SUMMARY 2

CONCLUSIONS 6

RECOMMENDATIONS 12

ANALYSIS:

PART A: HOUSEHOLD SURVEY 16
PART B: EMPLOYER SURVEY 44
PART C: QUALITATIVE ASSESSMENT OF ACADIAN PENINSULA 59

METHODOLOGY 69

EXHIBITS:

EXHIBIT A: SURVEY QUESTIONNAIRES
EXHIBIT B: LIST OF OPINION LEADERS
EXHIBIT C: LIST OF STUDIES/REPORTS

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FOREWORD

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Corporate Research Associates Inc. would like to acknowledge the significant contribution made to this study by members of the Federal-Provincial Committee, including Roger Levesque, Floyd Dykeman, Camille McLaughlin, Jim Taggart, Robert Parks, Deborah Burns, and Samuel LeBreton, as well as the external consultant to the project, Pierre Poulin.

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INTRODUCTION

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The principal objective of the "Acadian Peninsula Labour Market Study" was to provide an in-depth understanding of the demographic, employment and economic characteristics of those living in the Acadian Peninsula, as well as explore the potential for economic development and opportunities for diversification which may exist within the Acadian Peninsula's business community.

More specifically, this study sought to:

(1) Determine the demographic profile of Acadian Peninsula households in terms of age, sex, household composition, marital status, language, geographic mobility, education, literacy, and sources of both personal and household income as well as other descriptive variables deemed to be of relevance;

(2) Determine individual work history and patterns, full-time versus part-time employment, benefits received through unemployment insurance programs, nature of present and past employment, current job satisfaction, personal job aspirations and potential employment barriers (i.e. physical/mental disabilities, transportation, child care, etc.);

(3) Assess the attitudes and perceptions of those living in the region to occupational retraining programs and identify the initiatives required to encourage participation in such programs, if available in the region;

(4) Explore in detail the barriers people living in the region face in securing alternative employment and assess the attitudes toward work among residents, as well as education, training and geographic mobility as factors influencing their job alternatives;

(5) Establish a corporate profile for those employers in the Acadian Peninsula detailing the nature of the business, number of employees (seasonal versus year-round), gender, age, tenure, and job-related training of employees; and,

(6) Determine employers' future plans with regard to industrial expansion/diversification plans, potential new markets, skill and education requirements for future work force, hiring intentions and attitudes toward displaced fish workers as potential employees.

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Household Survey

The results of the **Acadian Peninsula Labour Market Study** confirm the high dependence of the region on unemployment insurance benefits. Indeed, two-thirds of the households surveyed derived at least part of their 1990 household income from UI benefits and the average length of receiving those benefits was nearly twenty-three weeks, significantly higher than that for the provincial average as reported by Employment & Immigration Canada. As well, at least a third of the households surveyed had multiple members of their household as recipients of UI benefits in the past year.

At the same time, a surprisingly high percentage of the population in the Acadian Peninsula participate in the labour market. In fact, at the time of the survey, more than four in ten were employed on either a full-time (at least 30 hours per week) or part-time basis (less than 30 hours per week), three in ten indicated that they were actively looking for full-time or part-time employment, and one in ten, while not actively looking for employment, were seasonally employed. There is also a surprisingly small percentage of full-time homemakers in the study and disproportionately high percentage of females who had received UI benefits in the past year. This is likely because of the large number of women who work seasonally in fish plants. As well, nearly eight in ten of those aged 15-54 who were not in school, had worked at least on a part-time basis in the past year.

Despite the present level of unemployment, as characterized by the number of those actively looking for work, seven in ten residents in the Peninsula continue to express satisfaction with the quality of life in the region. The level of education is an important factor in terms of both current employment status, as well as satisfaction with the region's quality of life, with those with higher education levels more likely to be satisfied with the quality of their life and to be employed.

Nearly eight in ten of those presently employed in either full-time or part-time positions, have permanent as opposed to seasonal employment. Overall, about three in ten of those surveyed are currently employed in seasonal jobs, or, while not presently working, work seasonally. Six in ten of those who currently work are employed in the service sector. This is significantly lower than for the province as a whole.

About a third of those presently working and more than a third of those actively looking for work (19% of the total population) would be at least somewhat interested in relocating in the pursuit of better employment opportunities. Not surprisingly, males, those in the youngest age category, and with the highest education levels have the most interest in relocation.

Among those actively looking for part-time or full-time employment (29% of the population), the majority are either not very optimistic or not at all optimistic about their job prospects in the region. Most of those actively looking for work had done so, on average, for nearly seven months. Nine in ten of those actively looking for work had the perception that there were simply no jobs available, while about a third felt a lack of education was a reason for their inability to find work. The majority of those actively looking for work are prepared to travel at least 20 miles from home in order to work. At the same time, 17% are not prepared to travel even 10 miles for a job. This suggests that a segment of those actively looking for work are either not looking very hard or face other barriers such as transportation.

About one in ten had participated in a training program to improve job skills in the past year. While more than half have never participated in such a training program, six in ten would be at least somewhat likely to participate in a training program to upgrade their job skills, with trades training being of primary interest to these individuals. About half would also be willing to pay at least some portion of the cost of a program to upgrade their job skills.

Employer Survey

While the majority of employers surveyed rate the economic conditions of their business as either the same or better compared to a year ago, four in ten consider their businesses to be in worse economic condition. At the same time, nearly three in ten expect that the economic condition of their business will worsen in the next 12 months, compared with a quarter who expect to see an improvement. Nonetheless, despite this current assessment, a third expect their business to expand or diversify into new products or services in the next two years. An average of 3.9 full-time jobs and 6.6 part-time jobs are expected to be created as a result of these expansion/diversification intentions, with sixty percent to be of a seasonal rather than permanent nature. These expectations, if fulfilled, would create several thousand new positions in the Peninsula, and reflects an optimistic outlook for the region's economy among these employers.

There appears to be little in terms of specialized training or skills that these expansion or diversification plans would require that would not be available locally. Indeed, most identified trades training, skills working with the public and sales experience as the specific skills and training needed. Most also expect at least a minimum of grade 11 as an educational requirement of their future employees. At the same time, the majority did not appear to be averse to hiring laid-off fish workers for such jobs where appropriate.

In terms of their present work force, six in ten employers could not identify any perceived weakness, while of those surveyed, lack of training, poor work attitudes, low productivity, and a preference for UI benefits were mentioned most frequently as weaknesses among present employees.

It is noteworthy that, despite the high apparent illiteracy rate in the province and presumably within the region, that illiteracy on the job was not perceived by employers in the region to be a significant problem. Given the nature of the work currently available and the low skills required, this is hardly surprising. At the same time, the commitment to training and development is relatively low among employers, despite the finding that most of the residents interviewed have an interest in upgrading their skills and would be willing to pay a portion of such costs.

Of those businesses surveyed, six in ten provide some form of training to their employees, with most of such training related to on-the-job training. Less than half of the employers had training budgets and, of those who did, the majority had small budgets (less than $5,000).

In terms of responsibility for economic development, about half of those surveyed believe that the private sector was primarily responsible, while more than four in ten feel that the provincial government was primarily responsible. Those surveyed were most dissatisfied with the role that the federal government has played to date in the economic development of the region.

While six in ten expected either no growth in revenue or were uncertain about their prospects for revenue growth in 1991, the average expected growth rate in terms of revenue for the remainder was a very optimistic 13.7%.

Summary

While it is clear that economic conditions have worsened in the Acadian Peninsula in the past couple of years, there remains a core of optimism that conditions will improve. The heavy reliance on seasonal work and UI benefits is apparent. At the same time, there is significant potential for new jobs among existing employers based on their expansion and diversification expectations. Nonetheless, there seems to be a lack of an integrated approach to economic development, and a focus on community-based solutions to current economic issues within the region.

CONCLUSIONS

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CONCLUSIONS

Based on the findings from the quantitative surveys of households and employers, as well as the qualitative assessment of residents and opinion leaders, a number of key conclusions from the study can be drawn.

Household Survey

- **The Study confirms the high incidence and dependence of the region on unemployment insurance benefits.**

  Two-thirds of the households and 57% of the individuals surveyed derived at least part of their 1990 income from Unemployment Insurance benefits. Furthermore, the average duration of receiving those benefits was nearly twenty-three weeks, significantly higher than that for all of New Brunswick as reported by Employment and Immigration Canada. In addition, about a third of those surveyed had multiple members of their household as recipients of UI benefits.

- **There appears to be a higher than expected number of individuals participating in the labour force.**

  Indeed, while 43% were working either part-time or full-time at the time of the study, a further 29% of those surveyed were actively looking for work. Moreover, it appears that as many as 78% of those surveyed had worked, at least seasonally, in the past year. While it is not possible to present direct comparisons with Statistics Canada's Labour Force Survey due to the different methodologies, given a broad interpretation of Statistics Canada definition of the labour force (i.e., those employed and unemployed), the participation rates for the Acadian Peninsula in the labour force do appear to be higher than those for the whole province, particularly among females. It should be noted, however, that only those 15-54 years old who were either not attending school or who had completed their education were included in this study. The Labour Force Survey includes all those aged 15-65 years old and uses a strict definition for those actively looking for work during the reference week. Consequently, the participation rates determined by this study for the Peninsula may be biased upwards.

- **There is little evidence to suggest that those presently employed were either dissatisfied with their current jobs or have any particular aspirations regarding work.**

  The vast majority are not only generally satisfied with their work, but also with the pay, training opportunities and job security associated with their employers. Nonetheless, about one in five is dissatisfied with training opportunities and job security. Those with higher levels of education (post-secondary) are more interested in relocating for better job opportunities, indicating their aspirations are perhaps higher than those with less education.

- **Despite economic conditions and the lack of job opportunities, the majority of those living in the Acadian Peninsula are satisfied with the quality of their life.**

  Seven in ten are either somewhat or very satisfied with the quality of life in the Acadian Peninsula, while one in four is not. More than eight in ten own their own home, of whom half own those homes outright. The most dissatisfied are less well educated, between the ages of 45 and 54, and in lower income households.

- **The majority of jobs in the Acadian Peninsula are in the service sector, although the proportion of such jobs is somewhat below that for New Brunswick.**

  Of those with jobs at the time of the survey, 68% worked in the service sector. This compares to more than seven in ten jobs (73%) provincially that are in the service sector, based on data compiled by Statistics Canada. It should be noted that the timing of the survey would cause certain sectors such as the fishery, the hospitality industry, and manufacturing/processing to be under represented.

- **There is interest among both those employed and those not employed to relocate for job opportunities.**

  Three in ten of those who are currently employed and more than one in three of those actively looking for work would be at least somewhat interested in moving outside the Acadian Peninsula for a (better) job. Not surprisingly, those aged 15-24 and those with post-secondary education are more predisposed to relocating. There is already some anecdotal evidence of out-migration from the region among the better educated.

- **The problem of the seasonal nature of much of the work in the Peninsula is underscored by the number of people having difficulty finding work.**

  Among those actively looking for work, the lack of the availability of jobs, as well as the lack of education, are cited as the primary reasons for having difficulty finding work. About nine in ten have the perception that there are simply no jobs available, while a third feel they are limited by their education. Interestingly, more than eight in ten of those actively looking for work had personally worked in the past year, presumably mostly in seasonal jobs.

- **A surprising number of those surveyed have never participated in a training program, despite the recognition that training/education was the most important factor in securing employment.**

  The importance of education is amply demonstrated by the increasing employment levels among those with higher education levels. Most recognize that training and education are the most important factors in securing employment. More than half of those surveyed have never participated in a training program, yet more than six in ten expressed an interest in doing so--particularly trades training, and half would be willing to pay at least a portion of the costs of such training.

Employer Survey

- **Assessment of current business conditions, as well as conditions in the coming year are mixed at best.**

  Not unexpectedly, four in ten feel that their company's economic well-being, compared with others in their industry, is now worse than a year ago. Most employers expect their company's economic conditions to remain the same or improve in the coming year. Three in ten expect their company to be in worse condition in a year's time, while one in four expect their company to be in better condition.

- **Present employment opportunities are considered poor and are expected to remain poor in the coming year.**

  Despite the apparent gloomy predictions regarding employment opportunities, 17% expect such opportunities to get better in the next twelve months.

- **Despite current conditions, most employers remain essentially optimistic about the region's economic prospects over the next five years.**

  Despite the short-term pessimism that is apparent, two-thirds view the longer-term prospects for the Peninsula in optimistic terms. Not that this optimism is based on any clear resolution to the region's problems, but only a feeling that things couldn't get much worse. Those in the agriculture and manufacturing/processing sectors are the most optimistic about the region's prospects, while those in transportation are the least optimistic. Among those who are not optimistic, the poor economy and current recession, problems in the fishery, GST/taxes and the seasonal nature of much of the work available in the region are reasons for their lack of optimism.

- **There is a significant potential for the creation of new jobs in the next two years, based on present expansion and diversification expectations.**

  One in three employers expect their business to expand or diversify in the next two years, with those in agriculture, construction, hospitality and manufacturing/processing the most likely to have such plans. An average of 3.9 full-time and 6.6 part-time jobs are expected to be created as a result of their expansion or diversification hopes. About six in ten of these potential jobs are expected to be seasonal, rather than permanent. It is recognized that many "new" jobs created in the past have been in response to make work programs or special government incentives of a short-term duration. At the same time, these expansion or diversification expectations have the potential of creating upwards of 1,435 permanent, full-time jobs for the region. It should be noted that this does not take into account jobs that may be lost in other areas. Virtually all these potential jobs are expected to be filled by workers within the region, with little or no special training or skills required.

- **There does not appear to be a strong commitment to employee training among employers on the Acadian Peninsula.**

  Three-quarters of the training provided by employers who had such training (55% of those surveyed) was job-related. Those in educational services, government services, finance/insurance, and manufacturing/processing are the most likely to provide employee training. About a third had sent employees to training opportunities provided by other organizations, mostly with the community colleges. Two-thirds had no formal training budgets, with most of those who did having budgets of less than $5,000. Trades training is considered the most important in terms of helping those employers surveyed, with little need for specialized or technical training evident.

- **For the most part, economic development is perceived to be a joint responsibility.**

  The private sector, the provincial government, and to a lesser extent, the federal government and local development boards and commissions were all perceived as having a primary responsibility for the economic development of the Acadian Peninsula. At the same time, there is not a significant difference in the level of satisfaction with the role each of these participants had played to date in the region's economic development. The most dissatisfaction among employers is with the federal government's performance in this area, although three in ten are also dissatisfied with the provincial government's performance.

- **Employment levels vary significantly between peak employment and slow employment periods.**

  Indeed, employment levels during slow employment periods represents only about 60% of that during peak periods. The best estimate of permanent jobs is around 8,000 within the Peninsula, based on estimates from employers of their part-time and full-time employment during slow and peak periods. It should be noted that the definition of a permanent job may be different on the Peninsula than elsewhere.

- **While few problems with present employees were evident, the lack of training was identified as a problem.**

  Six in ten claim they had no significant problems with their present employees. Lack of training was identified as the primary problem with employees, followed by poor work attitudes, low quality work/productivity, and a dependence on UI benefits.

- **There is little consensus on either the problems or opportunities facing the region's economy.**

  A variety of barriers to economic development were identified, including the lack of government assistance, high unemployment, isolation of location, low income levels, strikes/unions, education levels, transportation and a small population base. The best opportunities for economic development in the region are considered to be in the fishing industry and with the region's natural resources.

RECOMMENDATIONS

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RECOMMENDATIONS

Based on the results of the study and the conclusions drawn from the findings, the following broad recommendations are presented for consideration.

(1) **Regional development should focus on the expansion and diversification efforts of present employers in the region.**

A third of those surveyed expect to expand or diversify in the next two years, with the potential of creating an additional 1,435 permanent, full-time jobs. The majority of these jobs will be created by small business, that is, those with less than 10 employees, where most of the new jobs in Canada are created each year. Those with expansion or diversification plans are more likely to be exporters, to have revenues of $500,000 or more per year, and to have been in business slightly less longer (16 years on average) than those with no plans to expand or diversify (18.2 years on average). The role of the provincial government (through the Department of Commerce and Technology) is perceived to be two fold: to support local initiatives and to attract new business to the region. The agriculture, manufacturing/ processing, construction and retail sectors appear to be the most optimistic regarding the region's economic prospects and most likely to have expansion or diversification plans. Specific opportunities exist for the processing of berries, mushroom production, value-added fish processing and the processing of new species of fish. Municipal projects such as road, and water and sewer construction offer opportunities for the construction industry. An improved road network is the key structural recommendation to assist the development of tourism and commerce in the region. There is also evidence of confidence in the region's long-term prospects by the type of projects being considered by business leaders and municipalities such as expansion plans for a motel and the modernization of a fish processing plant.

(2) **Regional development should be regionally based and government supported.**

Most of those surveyed recognize the role of government in regional development as being important. Among the opinion leaders, however, most also recognized that it was a community responsibility and that there was a need for a strong, local entity to identify, initiate and coordinate the Peninsula's economic development efforts. Indeed, the current parochialism within the region suggests that a region-wide local body with strong support is imperative. Although there was no consensus regarding what body should have this responsibility, there is some question whether or not the Economic Expansion Commission of the Peninsula (C.E.E.P) has the required respect and support to play such a role. It has been suggested that for the C.E.E.P. to be more effective in its role, it needs to have broader representation within the region, particularly among the business community. At the present time, the C.E.E.P. considers itself to be the development tool for the municipalities, and consequently, is not perceived to be representative of all interests in the region.

(3) **There is a need to further investigate the current use of unemployment insurance benefits in the region, as well as a need for comparative data for monitoring purposes.**

Given the overall percentage of households (67%) that derive at least part of their annual income from UI benefits, as well as the incidence of households with multiple UI recipients (34%), there is at least some suggestion that the use of these benefits may be higher than necessary. Indeed, there is both anecdotal and statistical evidence that indicates a "UI syndrome" exists within the region, whereby individuals work only long enough to qualify for such benefits. More than eight in ten of those currently looking for work (29% of those surveyed) had worked in the past year, while 12% of those surveyed admitted not looking for work because they were seasonally employed. It is clear a portion of these individuals are not interested in full-time employment even if it were available. Apparently, there is a widely accepted practice where the same job generates more than one UI recipient, a form of "job sharing". This likely accounts for the high participation rates of females in the labour force. Some employers are held ransom to unemployment benefits and, in some cases, are personally threatened if they do not go along with the "system" and provide the 10 weeks necessary for individuals to qualify for UI benefits. At the same time, Employment & Immigration Canada does not have the ability to provide comparative data within the Acadian Peninsula, with other regions of the province that could prove useful. For example, there is apparently no way to determine the percentage of households who have received UI benefits, nor is there a reliable method for determining participation rates for the Acadian Peninsula itself. This information would be particularly useful during peak employment periods, to monitor what portion of the population may be misusing the unemployment insurance program.

(4) **A human resource strategy for the region should focus primarily on formal education as the key to long-term employment opportunities.**

Low education levels clearly equate to lower employment levels, few job opportunities and less mobility. The problems of illiteracy in the region further complicate this issue. A human resource strategy that focuses on school aged children presents the best long-term prospects for employment, either locally, or more likely, outside the Acadian Peninsula. There is evidence to suggest that those living in the region understand the need to have themselves better educated and that the lack of education is a barrier to employment. There is some evidence to indicate an out-migration of younger, better educated individuals has already occurred. Indeed, a couple of opinion leaders suggested that out-migration may be the solution to the high unemployment and oversupply of manpower in the region. Out migration of the region's youngest, better educated individuals has a serious potential impact on the region's economy. Not only will it lead to an aging population, but it will deprive the region of local entrepreneurs that are vital to the region's development.

(5) **Current job training programs should focus on basic work skills or trades rather than specialized technical skills.**

While there may be a growing need for workers with literacy and numeracy skills in an increasingly competitive and technologically dependent economy, there is little or no apparent need among those with expansion or diversification plans to hire individuals with specialized technical skills beyond trades training. Indeed, more than nine in ten of those with expansion or diversification plans expect to be able to hire locally to meet their requirements. Basic training related to trades skills, sales/marketing, and public relations skills are perceived to be the key training needs among employers in the region. The sectors most likely to have plans to expand or diversify (agriculture, construction, manufacturing/processing, retail) have little need for specially trained workers given the low skilled jobs required. At the same time, displaced fish workers are clearly disadvantaged by their generally low education levels and problems with illiteracy, making it more difficult to retrain these individuals for other jobs, even at a basic skill level.

(6) **The importance of employee training should be promoted within the region and personal incentives should be considered.**

Lack of training was identified as the most significant problem with present employees. At the same time, poor work attitudes and low productivity were also identified as problems which could also be addressed through training programs. However, only about half the employers have any type of employee training and most have no significant training budgets. Those in the service sector are more likely to provide training to their employees than those in the non-service sector. It is apparent that employers must take more responsibility for the development of their employees, if they hope to be successful. With regard to illiteracy, there is little perceived problem with literacy at work, probably because of the low skill nature of much of the jobs, and as a result, little done by employers to deal with employee illiteracy. Nonetheless, employers recognize that illiteracy makes it difficult to train employees. Residents in the region, however, recognize the need to have better training and a significant number are both interested in upgrading their skills and willing to pay at least a portion of the costs of such training. The Focus Group Interviews indicated that many are already trying to improve themselves despite family and financial restraints. Given the recognized need among residents for training and, in many cases, retraining, the interest in participating in training programs, as well as the willingness to pay at least some portion of the costs associated with such training, the government should consider offering an incentive program for individuals (rather than employers) who wish to upgrade their job skills and improve their employment opportunities, whereby they would receive some portion of the costs of certain approved training programs (i.e., literacy, grade 12 equivalency, trades training, etc.).

ANALYSIS - PART A: HOUSEHOLD SURVEY

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ANALYSIS

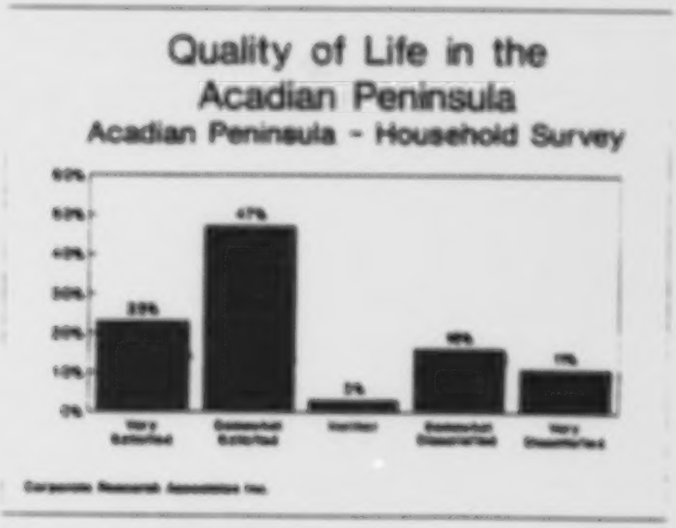
In this section of the report, the detailed findings of the study are examined in detail. In Part A, the results of the **Household Survey** are presented, while in Part B, the results of the **Employer Survey** are examined. Part C presents a summary of the **Qualitative Assessment** of residents and opinion leaders.

PART A: HOUSEHOLD SURVEY

This part of the analysis examines the overall results of the Household Survey, as well as the significant differences by key demographic variables.

Present Status

Overall, seven in ten residents of the Acadian Peninsula are either somewhat or very satisfied with the quality of life within the Peninsula. At the same time, 27% are either somewhat or very dissatisfied with the quality of life (Household Table: 1).



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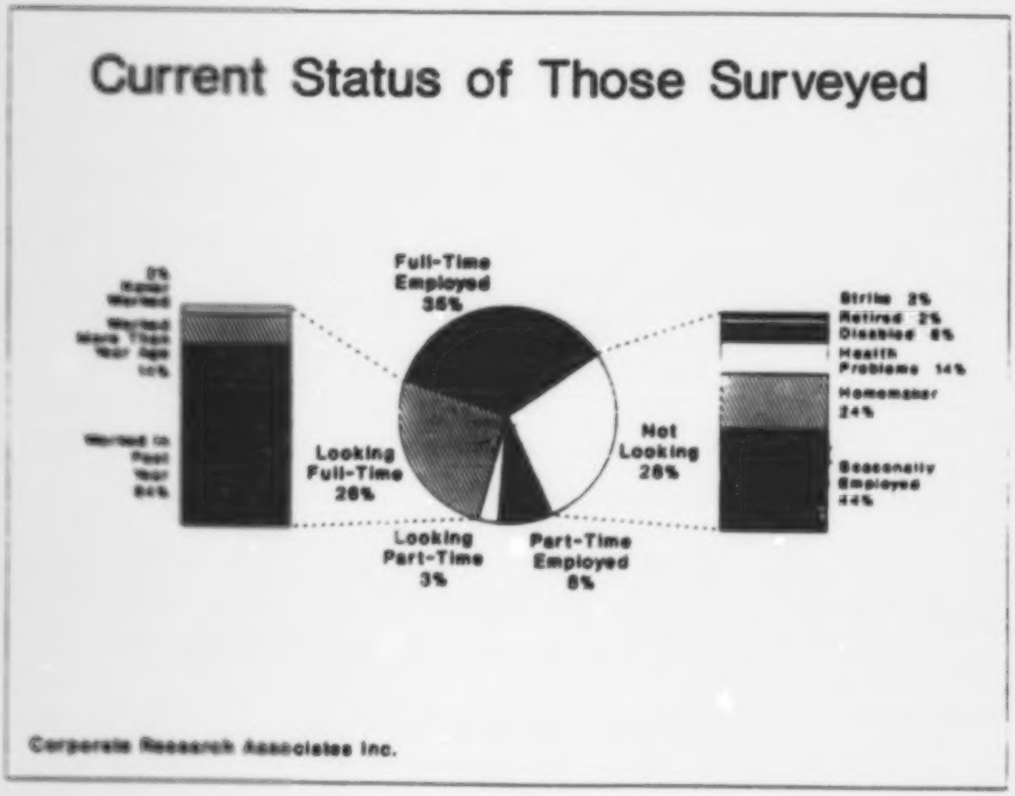
Those most dissatisfied are less well educated (32% of those with less than high school education), older (34% of those aged 45-64), and in lower income households (34% with household incomes of $18,000 or less).

Of those surveyed, 43% worked either full-time, that is at least 30 hours per week, or part-time, less than 30 hours per week. A further 29% were not employed at the time of the survey, but were actively seeking either part-time or full-time employment. The remainder (28%) were not actively looking for work at all (Household Table: 2).


Current Status of Those Surveyed

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While it is not possible to directly compare the labour participation rates in the Acadian Peninsula with those in the rest of the province, there is at least some evidence to suggest that participation rates in the Peninsula may be higher due to the seasonality of the work, as well as the heavy reliance on UI benefits in the region.

The following comparison recognizes the differences in methodologies used to measure participation rates between Statistics Canada's Labour Force Survey and the Household Survey, but does serve to raise questions regarding the unique dynamics of the Acadian Peninsula labour force. For the purposes of comparison, only those who self-report themselves as currently employed or actively looking for work, are included in the calculation of the participation rates for the Acadian Peninsula. It does not include the 12% of the population (44% of the 28% not actively looking) currently not actively looking for work who categorize themselves as seasonally employed.

It should be noted that the Acadian Peninsula participation rates do not include those aged 15-24 who are still in school on a full-time basis, or those aged 55 or older. This might explain at least part of the difference in participation rates between the Labour Force Survey and the Household Survey. As a result, the estimate of the participation rate from the results of this study may be somewhat overstated. Nonetheless, given the percentage (23%) of those actively looking for work who have worked in the past year (84% of 29% actively looking for work), and the percentage of those not actively looking but seasonally employed (12% of the population), the actual percentage of residents who have worked in the past year would likely be 78% of those surveyed.

PARTICIPATION RATES

	New Brunswick[*] %	Acadian Peninsula %
o Males	63	74
o Females	49	69
Overall	56	72

Those with less than high school education are significantly less likely to be employed on a full-time basis and more likely to be seeking full-time employment. More than seven in ten of those with post-secondary education are employed on either a part-time or full-time basis.

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[*] Labour Force Survey, January, 1991, Statistics Canada

CURRENT EMPLOYMENT STATUS

	Full-Time %	Part-Time %	Seeking Full-Time %	Seeking Part-Time %	Not Looking %
Gender:					
o Male	39	4	32	2	23
o Female	31	12	20	4	32
Age:					
o 15 - 24	29	10	31	6	25
o 25 - 34	34	9	31	4	22
o 35 - 44	38	7	22	3	29
o 45 - 54	35	7	20	2	35
Education:					
o Less than High School	25	5	31	5	34
o Secondary Complete	43	12	22	1	22
o Post-Secondary	58	12	15	1	13
Household Income:					
o $18,000 or Less	20	7	31	4	38
o $18,001-$36,000	33	11	28	3	26
o $36,001 or more	61	6	14	2	17

Of those not actively looking for work (28% of those surveyed), 44% were seasonally employed, 24% were homemakers, 14% had health-related reasons for not working, 8% were disabled, 6% were discouraged workers, and 2% were retired. It is interesting to note that 12% of those surveyed (44% of those not actively looking for work) are seasonally employed and clearly waiting until next season to work again. It is presumed that the majority of these individuals are collecting UI benefits in the meantime and may demonstrate that UI is a way of life for at least this segment of the population (Household Table: 3).

Nearly six in ten (59%) males not actively looking for work were seasonally employed, while a third (34%) of females were seasonally employed. Those with at least some post-secondary education and not actively looking for work are significantly more likely to be homemakers and significantly less likely to be seasonally employed. There is a higher percentage of those aged 45-54, with incomes of $18,000 or less who are not actively looking for work for health-related reasons.

THOSE NOT ACTIVELY LOOKING FOR WORK

	Homemaker %	Retired %	Disabled %	Seasonally Employed %	Discour-aged %	Health Reasons %
Gender:						
o Male	7	4	11	59	10	10
o Female	36	1	6	34	4	16
Age:						
o 15 - 24	17	3	3	30	20	17
o 25 - 34	25	0	1	54	7	8
o 35 - 44	21	1	13	50	5	10
o 45 - 54	31	5	12	31	2	25
Education:						
o Less than High School	24	2	7	46	7	16
o Secondary Complete	19	0	10	44	5	8
o Post-Secondary	42	5	11	26	0	5
Household Income:						
o $18,000 or Less	23	3	16	28	7	23
o $18,001-$36,000	24	1	3	54	6	7
o $36,001 or more	30	3	3	57	3	8

Among those not actively looking for work (28% of those surveyed), 48% indicated that they would be prepared to work full-time if they were offered full-time employment, while 39% would not accept such an offer, and 13% were uncertain. Interestingly, only 68% of those not actively looking for work, but who are seasonally employed (12% of those surveyed) would be prepared to accept full-time employment if it were available (Household Table: 4).

Of those currently employed either part-time or full-time, 16% (7% of those surveyed) were self-employed, while the remainder worked for an employer. This compared with 5% of the provincial population who were self-employed in the 1986 Census (Source: Statistics Canada). The majority of those self-employed are male (56%) and are most likely to be between the ages of 35 and 54 years of age. Those self-employed are only half as likely (28%) to have personally received UI benefits as the population as a whole (57%), and also less likely to have any other members of their household (44%) receive UI benefits than the general population in the region (52%). Those self-employed are more likely than the population at large to have completed high school or vocational school. While equally likely to own their home, those self-employed (58%) are more likely to own that home outright than the general population (49%) (Household Table: 5).

SELF-EMPLOYED DEMOGRAPHIC PROFILE

	Self-Employed %	Overall Results %
Gender:		
o Male	56	50
o Female	44	50
Age:		
o 15 - 24	7	13
o 25 - 34	25	34
o 35 - 44	34	34
o 45 - 54	34	19
Education:		
o Less than High School	47	56
o Secondary Complete	39	29
o Post-Secondary	14	16

SELF-EMPLOYED DEMOGRAPHIC PROFILE

	Self-Employed %	Overall Results %
Personal Income:		
o $18,000 or less	55	70
o $18,001-$36,000	38	24
o $36,001 or more	6	6
Own Home Outright	58	49
UI Benefits in Past Year	28	57
Other Household UI Recipients	44	52

Overall, 31% of those employed at the time of the survey, were presently a union member (Household Table: 6).

Among those employed, the average work week was 37.5 hours, with the average for part-time workers 18.5 hours and the average for full-time 41.5 hours (Household Table: 7). Nearly eight in ten residents currently employed at the time of the survey (in January) have permanent year round jobs, with the same percentage of both part-time (less than 30 hours per week) and full-time (30 hours or more per week) jobs being of a permanent, year-round nature. The time of the year clearly has an impact on the percentage of permanent versus seasonal employment, particularly as related to the fishery and hospitality sectors of the regional economy.

DISTRIBUTION OF SEASONAL/PERMANENT JOBS

	Part-time %	Full-time %	Overall %
o Seasonal	18	22	21
o Permanent	82	78	79
Totals	100	100	100

Those with less than high school education who are currently employed are more than 12 times as likely to hold seasonal jobs than those with at least some post secondary education. Indeed, those with post-secondary education are 50% more likely than those with less than high school education to have permanent work.

TYPE OF WORK AS % OF POPULATION

	Part-time %	Full-time %	Overall %
o Seasonal	2	6	8
o Permanent	6	29	35
Totals	8	35	43

This means that about a third (35%) of the population in the Acadian Peninsula have either permanent part-time or full-time jobs, while one in five are either currently employed in seasonal jobs (8%) or, although not presently working, work seasonally (12%). This suggests that slightly more than half (55%) of the population in the Acadian Peninsula have worked, at least on a seasonal basis, in the past year (Household Table: 8).

The majority of work available in the Acadian Peninsula is clearly in the service sector, as opposed to the non-service sector. Of those surveyed, 68% worked in the service sector. This compares with 73% for the province as a whole[*]. Given the timing of the survey (January, 1991), it is clear that a number of sectors are likely under represented in terms of those presently working. This is most likely the case for sectors such as fishing, manufacturing/processing, agriculture and hospitality. Nonetheless, this clearly represents a change since 1988, when a study of the fishing industry in New Brunswick by Donald Savoie and Maurice Beaudin that indicated, "In the Acadian Peninsula, the jobs related to fishing represent between 60% and 70% of the jobs in the economic base."[**] (Household Table: 9).

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[*] Source: Statistics Canada, 1986 Census.

[**] Les défis de l'industrie des pêches du Nouveau-Brunswick, décembre 1988, Savoie & Beaudin.

Services	%
o Business Services	6.1
o Communication	1.7
o Education Services	9.7
o Finance/ Insurance	4.4
o Government Services	11.4
o Health/Social Services	12.5
o Hospitality	7.5
o Transportation	2.2
o Retail/Wholesale	7.8
o Other Services	4.7
Totals	68.0

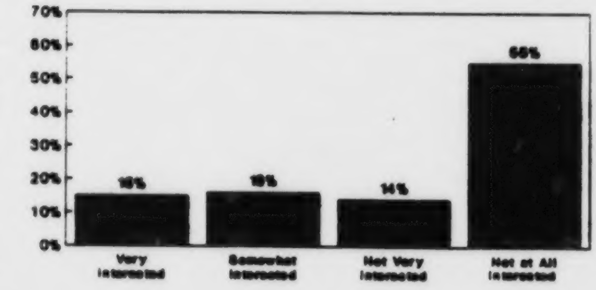
Non-Services	%
o Agriculture	0.3
o Construction	7.5
o Fishing	8.1
o Forestry	1.7
o Manufacturing/Processing	4.2
o Mining	1.1
o Peat Moss	3.6
o Skilled Trades	4.2
o Other Non-Services	1.4
Totals	32.1

Of those who presently have a job, 96% were either somewhat or very satisfied with their job, with 70% who were very satisfied. Not surprisingly, the percentage of those very satisfied with their present jobs increases with education levels (Household Table: 10). The vast majority expressed satisfaction with the pay, training opportunities and job security provided by their present jobs. However, about one in five were dissatisfied with the training opportunities and job security offered by their jobs (Household Tables: 11A-11C).

SATISFACTION WITH JOB FACTORS

	Somewhat/Very Satisfied %	Somewhat/Very Dissatisfied %
o Pay	90	9
o Training Opportunities	73	19
o Job Security	78	19

The average length of employment with present employers (or for those working for themselves) is 7.7 years, while the number of years those presently employed have lived, without interruption in the Acadian Peninsula is 29.5 years (Household Tables: 12-13). At the same time, one in ten (11%) admit to having moved from one community to another, either within or outside the region, for work reasons in the past five years. Those with at least some post-secondary education (18%) are the most likely to have moved for work reasons. Nearly a third (31%) of those presently working would be at least somewhat interested in moving to another area of New Brunswick outside the Peninsula for a better job opportunity (Household Tables: 14-15).



Interest in Moving to Another Area of New Brunswick
Acadian Peninsula - Household Survey

Corporate Research Associates Inc.

Among those presently employed, males, those aged 15-34, and with at least some post-secondary education are the most likely to be interested in moving outside the Acadian Peninsula for a better job opportunity. While migration may be a solution to the current oversupply of manpower, the out migration of the younger, better educated is clearly has a negative impact on the region's future economic well-being. It may also lead to a gradual aging of the population in the region and less local entrepreneurship.

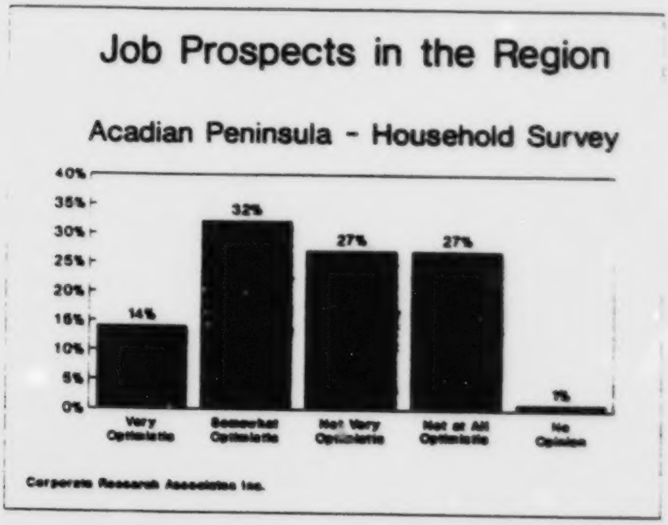
INTEREST IN RELOCATING

	Somewhat/Very Interested %	Not Very/at All Interested %
Gender:		
o Male	37	64
o Female	25	76
Age:		
o 15 - 24	40	61
o 25 - 34	37	62
o 35 - 44	24	76
o 45 - 54	24	75
Education:		
o Less than High School	24	76
o Secondary Complete	28	72
o Post-Secondary	43	58
Household Income:		
o $18,000 or Less	33	68
o $18,001-$36,000	30	70
o $36,001 or more	34	66

Of those who are not interested in relocating, the principal reason given was related to general happiness of living in the Peninsula (56%), followed by family reasons (29%) and having the ability to earn a living in the region (27%) (Household Table: 16).

Opinions of Those Not Presently Working

Among those presently not working but actively looking for work (29% of the population), 46% expressed at least some optimism regarding their job prospects in the region, while the majority (54%) were either not very optimistic or not at all optimistic about their job prospects (Household Table: 17).



Optimism regarding job prospects is relatively consistent by demographic grouping, although optimism increases somewhat with education levels, but decreases with household income.

OPTIMISM REGARDING JOB PROSPECTS

	Somewhat/Very Optimistic %	Not Very/at All Optimistic %
G[illegible]		
o [illegible]	44	56
o F[illegible]	48	51
Age:		
o 15 - 24	47	54
o 25 - 34	44	56
o 35 - 44	49	50
o 45 - 54	42	59
Education:		
o Less than High School	44	56
o Secondary Complete	45	54
o Post-Secondary*	57	43
Household Income:		
o $18,000 or Less	48	52
o $18,001-$36,000	44	54
o $36,001 or more	39	59

The average length that those presently not working have been actively looking for work is 6.4 months, with 70% who have been looking for five months or less. A small percentage have been actively looking (in their own terms) for as long as five years (Household Table: 18).

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*Small sample.

CRA

	0-6 Months %	7-12 Months %	More Than 12 Months %
o Number of months actively looking for work	78	13	9

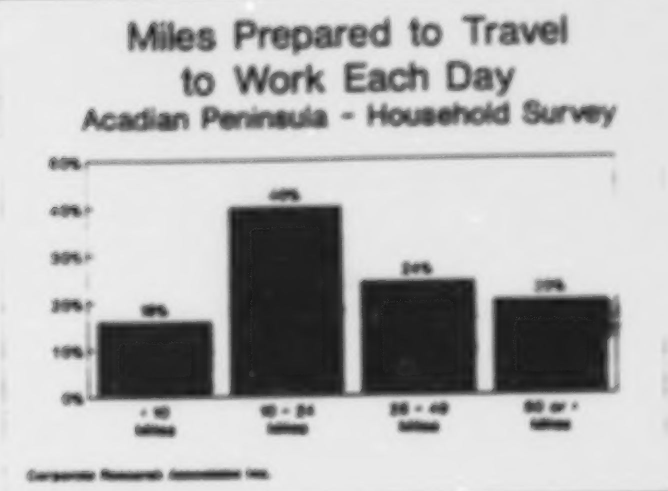
For the vast majority (93%), the principal reason for having difficulty finding a job is the perception that there are simply no jobs available. A lack of education (34%) is the next most frequently mentioned reason for having difficulty finding work. Few of these individuals cited either lack of experience or job skills as reasons for having difficulty finding work (Household Table: 19).

REASONS FOR DIFFICULTY FINDING WORK

	First Mentioned %	Others Mentioned %	Total Mentioned %
o No jobs available	72	21	93
o Lack of education	11	23	34
o Lack of work experience	3	7	10
o Lack of job skills	1	4	5

Most of those presently not employed (84%) but actively looking for work (29% of the population), had worked in the past year, with 74% who had worked in the past six months. Of the remainder, 2% had never worked, while 14% had not worked for more than a year. This means that 24% of those surveyed had worked in the past year (84% of 29% actively looking for work) and likely reflects the highly seasonal nature of the work available, particularly as related to the fishery and hospitality sectors (Household Table: 20).

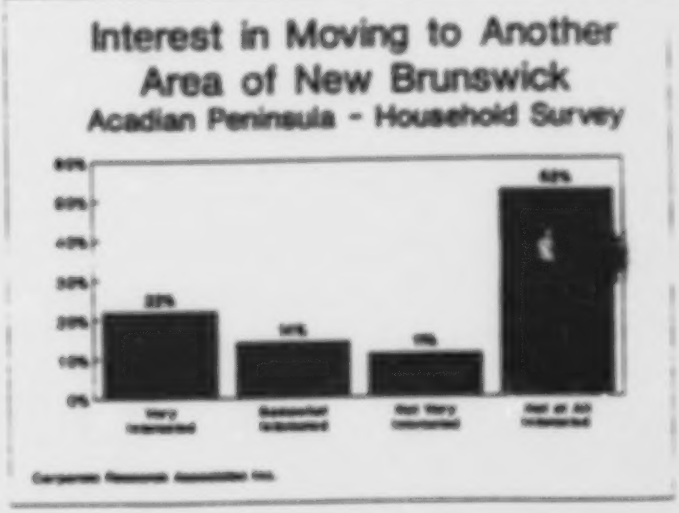
In terms of how far those presently not employed would travel in order to work, the majority (84%) would be prepared to travel at least 10 miles from home, while 44% would be prepared to travel 25 miles each day in order to work. One in five would be prepared to travel at least 50 miles each day in order to work. The average distance those presently employed would be willing to travel in order to work is 28 miles (Household Table: 21).



Corporate Research Associates Inc.

It is interesting to note that 16% would not be willing to travel 10 miles in order to work, reflecting perhaps an attitudinal indifference to full-time work or travel barriers such as child care or transportation problems. It should be noted that a study by the **Rural & Small Town Research Programme** at Mount Allison University in 1987 indicated that 88% of rural residents in Atlantic Canada either own or have the use of a vehicle.

Slightly more than a third (36%) of those actively looking for work, would be at least somewhat interested in moving to another area of New Brunswick outside the Acadian Peninsula to get a job. At the same time, more than half (52%) would be not at all interested in moving outside the Peninsula (Household Table: 22).



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Males, those in the youngest age category and with the highest level of education are the most interested in relocating outside the Acadian Peninsula in order to get a job. Interest also increases as income levels decline. This finding is supported by the anecdotal information from the Opinion Leader and Focus Group interviews that suggested an out migration of the better educated in search of better job opportunities.

INTEREST IN RELOCATION

	Somewhat/Very Interested %	Not Very/at All Interested %
Gender:		
o Male	41	59
o Female	31	70
Age:		
o 15 - 24	53	47
o 25 - 34	38	62
o 35 - 44	36	65
o 45 - 54	19	82
Education:		
o Less than High School	38	63
o Secondary Complete	31	68
o Post-Secondary*	50	50
Household Income:		
o $18,000 or Less	41	59
o $18,001-$36,000	37	63
o $36,001 or more	31	69

---

*Small sample.

Good salary/pay (40%) and full-time employment (30%) are most frequently mentioned as the conditions under which individuals might move away from the Acadian Peninsula. Nearly a third (31%) indicated there was nothing that would encourage them to leave the region (Household Table: 23).

Work Experience and Job Skills

The average work experience among those surveyed is 14.9 years. About a third (36%) of the population have 10 years or less work experience, 40% have between 11-20 years of experience, while 25% have more than 20 years of work experience (Household Table: 24).

In the past five years, 33% of those surveyed had worked for only one employer, 24% have worked for two employers, while 26% have worked for three or more employers. Of the remainder, 3% were self-employed, 11% did not work in the past five years, and 3% have never worked. Those with post-secondary education are significantly more likely to have had only one employer in the past five years (Household Table: 25).

A comparison of the type of work held by those who have worked in the past five years indicates no change in the percentage of those now working in the fishing, trapping and related occupations compared with previous employment. There does, however, seem to have been a decline in work in the construction trades in the past five years and an increase in sales occupations (Household Table: 26A).

TYPE OF WORK

	Most Recent/ Current Job %	Second Most Current Job %	Third Most Current Job %
o Construction Trades	22	24	28
o Fishing/Trapping Related Occupations	17	17	16
o Service Occupations	15	16	15
o Clerical/Related Occupations	10	11	10
o Managerial/Administrative Related Occupations	5	4	2
o Occupations in Medicine/Health	4	2	2
o Sales Occupations	3	4	3

At the same time, the length of employment increases with the most recent job, with about a third (32%) who have been employed in their present job for at least five years, while 35% have been employed for less than six months. This may be a reflection of the seasonality of work available in the Peninsula (Household Table: 26B).

LENGTH OF EMPLOYMENT

	Most Recent/ Current Job %	Second Most Current Job %	Third Most Current Job %
o Less than 6 months	35	38	47
o At least 1 year/ less than 3 years	23	26	25
o At least 3 years/ less than 5 years	10	12	11
o Five years or more	32	25	16

The more recent the job, the more likely that job is to be of a permanent nature. This suggests that there may have been an increase in the number of permanent jobs in the region in the past five years (Household Table: 26C.)

NATURE OF WORK

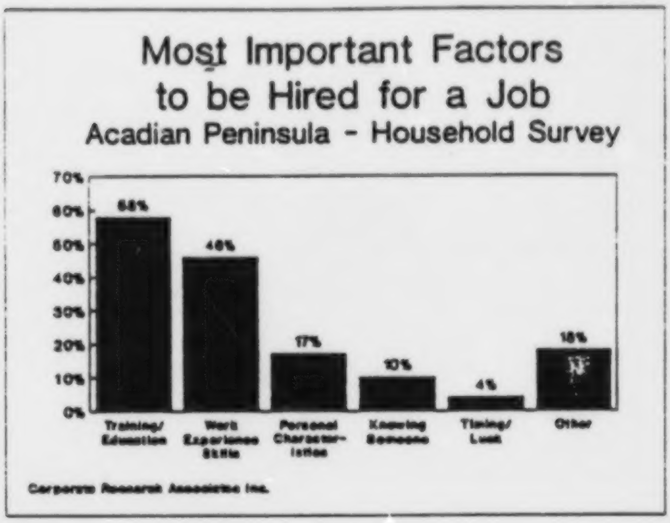
	Most Recent/ Current Job %	Second Most Current Job %	Third Most Current Job %
o Seasonal	45	50	52
o Permanent	55	50	48

An examination of work histories indicate that most recent employment has been inside the Acadian Peninsula, whereas a higher percentage of previous jobs had been outside the Peninsula. This may again suggest that there has been some improvement in job opportunities in the region in the past five years (Household Table: 26D).

LOCATION OF WORK

	Most Recent/ Current Job %	Second Most Current Job %	Third Most Current Job %
o Inside Acadian Peninsula	90	81	76
o Elsewhere in New Brunswick	6	11	10
o Outside New Brunswick	4	9	14

The majority of those surveyed (58%) cite training/education as the most important factor in securing employment. Nearly half (46%) also consider work experience to be an important employment factor followed distantly by personal characteristics (17%), and knowing someone (10%) (Household Table: 27).



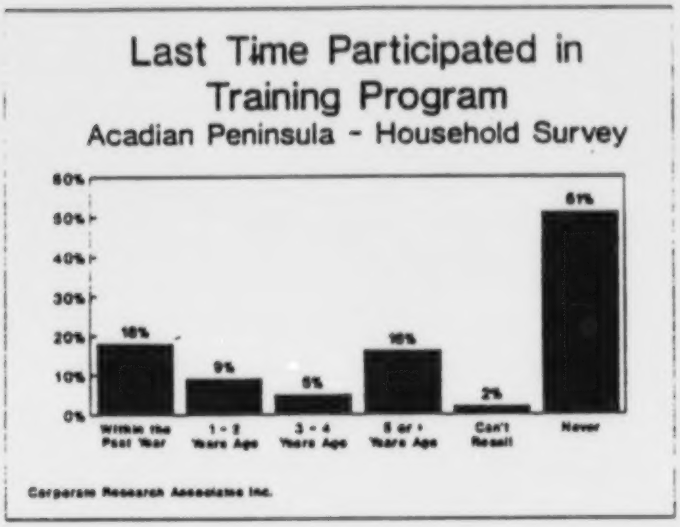
Most Important Factors to be Hired for a Job
Acadian Peninsula - Household Survey

Corporate Research Associates Inc.

In terms of special training or work skills, 44% of those surveyed had some type of trade such as carpentry, mechanics, plumbing, electrical, cooking, etc. At the same time, 26% indicated having no special training or work skills. Other training or skills mentioned were clerical/secretarial (8%), educational training (8%), domestic skills (housekeeping, babysitting, daycare) and health care (Household Table: 28).

Training

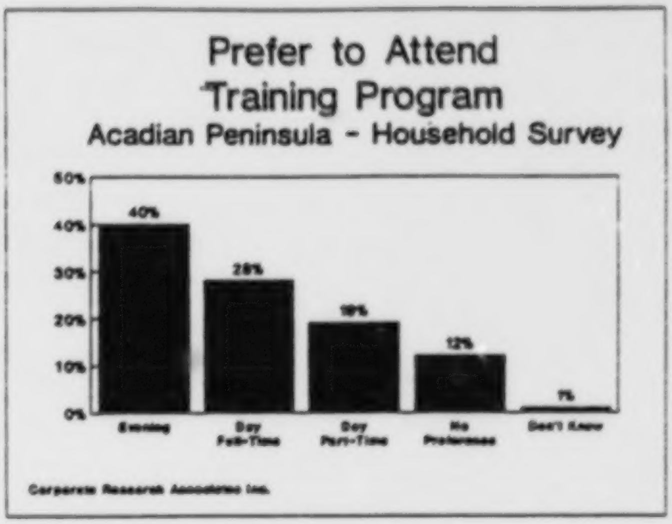
Of those surveyed, one in five (18%) had participated in a training program to improve job skills in the past year. More than half (51%) indicated having never participated in such a training program, while 30% had done so, but more than a year ago. Those with higher education levels are significantly more likely to have participated in a training program in the past year. Indeed, those with post-secondary education and higher personal incomes are more likely to have participated in such training programs than those with less education and lower incomes. Nearly half of those with post-secondary education had participated in such a program in the past year. Among those who have participated in a training program in the past year, there was a higher number of females (57%) and, not surprisingly, a higher number of full-time employees than among those who either had never participated in such training programs or had done so more than a year ago. Those who have participated in training programs in the past year are more likely to be in the service sector, particularly in education, health/social services, and finance/insurance (Household Table: 29).



Of those who attended a training program less than five years ago (32% of those surveyed), 38% identified upgrading personal skills as being the major benefits of the program. A further 28% indicated the program had increased their personal productivity, while 24% indicated the training led to increased job responsibilities. Only 8% could identify no benefit of the training program last attended (Household Table: 30).

The majority of those surveyed (62%) would be at least somewhat likely to participate in a training program to upgrade their job skills, with 38% who would be very likely to participate. Of those likely to participate in such training, 36% expressed an interest in the trades, while 20% expressed interest in formal post-secondary education. Other types of training mentioned include medical/health care, computer training/word processing, clerical/secretarial and business management. Interest in trades training was strongest among the less well-educated (63%), while interest in formal post-secondary education was highest among those with at least some post-secondary education (47%) (Household Tables: 31-32).

Given a choice, more of those who would be likely to participate in a training program would prefer such a program to be held during the day (47%) than during the evening (40%). The remaining 12% had no special preference for the time of day. Overall, 28% would prefer to attend such training on a full-time basis during the day (Household Table: 33).



Prefer to Attend Training Program
Acadian Peninsula - Household Survey

Corporate Research Associates Inc.

Nearly half (49%) of those likely to participate in a training program would be likely to pay at least some portion of the cost of a program to upgrade their job skills. A further 35% were uncertain whether they would be willing to pay a portion of the costs, while only 16% stated they would definitely be unwilling to pay any portion of the cost of such a training program. Willingness to pay at least some portion of the cost of training increases dramatically with education level. It is worth noting that those very likely to attend a training program are more willing to pay for such training than those who are only somewhat likely to participate in a training program (Household Table: 34).

	LIKELIHOOD OF PARTICIPATION		
	Very Likely %	Somewhat Likely %	Overall %
o Willing to pay	56	38	49
o Uncertain	32	42	35
o Not willing to pay	13	20	16

The average distance, in miles, that those who were likely to participate in a training program were willing to travel to attend such a program was 26.5 miles (Household Table: 35).

Unemployment Insurance Benefits

Of those surveyed, 57% indicate having personally received unemployment insurance benefits during the past year (Household Table: 36).

Those aged 25-34 and with household incomes of $18,001-$36,000 are the most likely to have received UI benefits in the past year. Those with post-secondary education and with household incomes of more than $36,000 are significantly less likely to receive such benefits.

	UI RECIPIENTS/PAST YEAR	
	Yes %	No %
Gender:		
o Male	60	40
o Female	54	46
Age:		
o 15 - 24	41	59
o 25 - 34	69	31
o 35 - 44	57	43
o 45 - 54	46	54
Education:		
o Less than High School	63	37
o Secondary Complete	57	43
o Post-Secondary	35	65
Household Income:		
o $18,000 or Less	51	49
o $18,001-$36,000	71	30
o $36,001 or more	41	59

Those who received unemployment insurance benefits in the past year, received those benefits for an average of 23.1 weeks. This compares to an average benefit duration of 16.1 weeks for all of New Brunswick as of January, 1991*. The average number of weeks worked prior to receiving UI benefits was 20.4 weeks, which reflects the highly seasonal nature of the work in the region (Household Tables: 37-38).

DURATION OF UNEMPLOYMENT BENEFITS

	New Brunswick* # of Weeks	Acadian Peninsula # of Weeks
o Males	15.6	22.2
o Females	16.8	24.1
Totals	16.1	23.1

Not surprisingly, those with the highest education levels who received UI benefits did so for a significantly shorter period (13.8 weeks).

While half the households surveyed (48%) had no other individual who received UI benefits in the past year (other than perhaps the individual surveyed), 41% had one other member who had received benefits in the past year, while 11% had at least two other members of the households who had received such benefits. Those who personally received UI benefits (59%) are significantly more likely, than those who did not (45%), to have other members of their household also receive such benefits in the past year (Household Table: 39).

---

*Source: Employment & Immigration Canada.

OTHER MEMBERS OF HOUSEHOLD RECEIVING UI BENEFITS

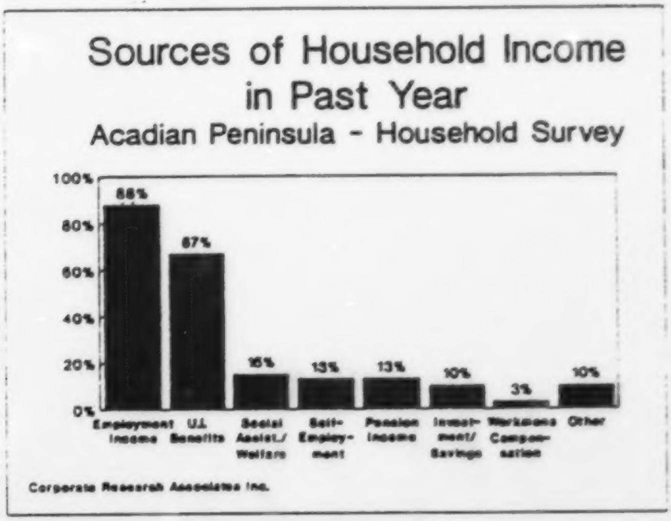
	Have Received Benefits %	Have Not Received Benefits %
o None	41	55
o One	47	35
o Two	8	6
o Three	3	1
o Four	1	2

In terms of the number of household members being available for work but unable to find work, 56% of the households surveyed had no members in this situation, 28% had one member who was available but unable to find a job, while 16% had at least two or more members of their household in this predicament (Household Table: 40).

Demographic Profile

A high number of those surveyed (56%) had less than a high school education. One in four had completed high school or vocational school, while 16% had either some or had completed university or college. Six in ten (62%) were married, while 29% were single and never married. It should be noted that the age distribution for those aged 15-54 in the region is different than that for the province, because those aged 15-24 interviewed for the study had to either have completed school or to be no longer attending school on a full-time basis. Consequently, those aged 15-24 are under represented in the sample for this study. The average number of individuals living in each household is 3.5. This compares with 3.0 persons per household for the province.. Of those surveyed, 85% own their own home and, of these individuals, half (49%) own their home outright. While the incidence of home ownership is higher in the Acadian Peninsula than for the province as a whole, a study by the **Rural & Small Town Research Programme** at Mount Allison University in 1987 indicated that 62% of rural and small town homeowners reported having fully paid for their homes (Household Tables: 41-45).

Seven in ten individuals surveyed had total personal income from all sources at $18,000 or less in 1990 before taxes. At the same time, 51% had household incomes of more than $24,000. In terms of the sources of household income, 88% had at least some income from employment and 67% had at least some income from UI. Also, 13% of the households had some income from self-employment and 15% had income from social assistance. The 1987 study by the Rural & Small Town Research Programme indicated that about 10% of households in rural Atlantic Canada have income from self-employment (Household Tables: 46-49).


Sources of Household Income in Past Year
Acadian Peninsula - Household Survey

Corporate Research Associates Inc.

DEMOGRAPHIC PROFILE

	Province of New Brunswick* %	Acadian Peninsula %
Gender:		
o Male	50	50
o Female	50	50
Age:		
o 15 - 24	30	13
o 25 - 34	30	34
o 35 - 44	24	34
o 45 - 54	16	19
Marital Status:		
o Married (Separated)	63	66
o Single (Never Married)	28	29
o Single (Widowed/Divorced)	9	5
Average Number of Individuals/Household:	3.0	3.5
Home Ownership:	74	85
Education:		
o High School Incomplete	52	56
o Secondary Complete	32	29
o Post-Secondary	16	16

---

*Source: Statistics Canada, 1986 Census

DEMOGRAPHIC PROFILE

	Province of New Brunswick* %	Acadian Peninsula %
Household Income:		
o $18,000 or Less	35	30
o $18,001-$36,000	36	45
o $36,001 or more	29	25
Self-Employed:	5	7

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[*] Source: Statistics Canada, 1986 Census

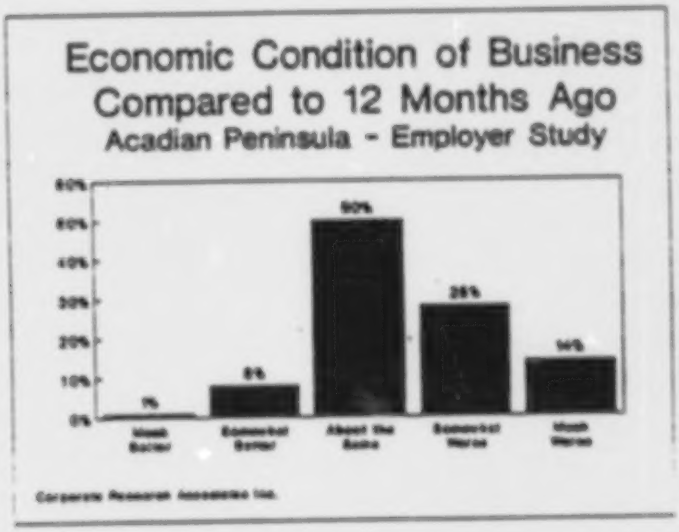
ANALYSIS - PART B: EMPLOYER SURVEY

PART B: EMPLOYERS SURVEY

In this section of the Study, the results* of the **Employers Survey** are examined in detail.

Current Economic Conditions

While the majority of employers surveyed (59%) rate the economic conditions of their business as either the same or better compared to a year ago, 42% consider the condition of their business to be now either somewhat or much worse (Employer Table: 1).


Economic Condition of Business
Compared to 12 Months Ago
Acadian Peninsula - Employer Study

Corporate Research Associates Inc.

Compared to the assessment of the provincial economy now compared with a year ago by New Brunswick residents*, the evaluation of business conditions within the Peninsula are actually more favourable.

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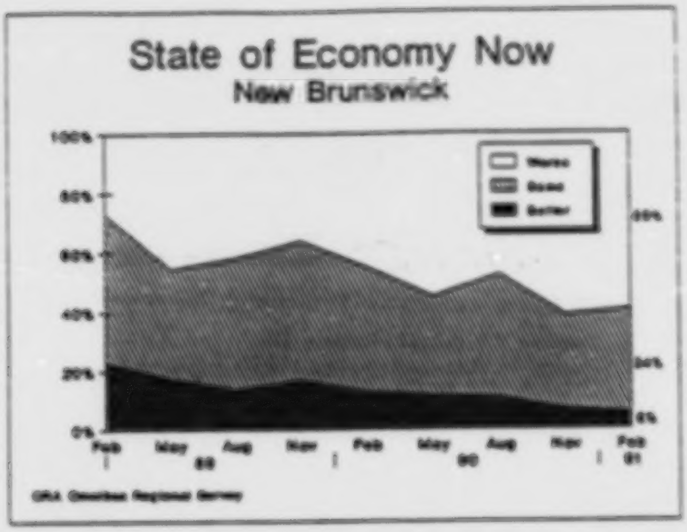
*Source: CRA Regional Omnibus Survey)

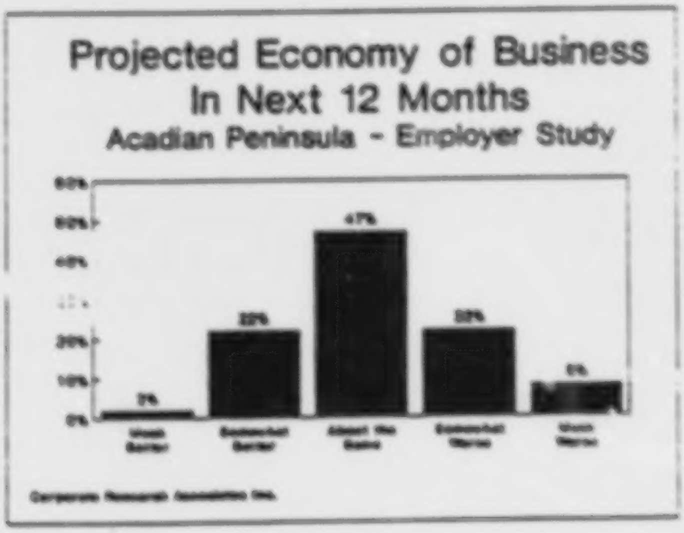


State of Economy Now
New Brunswick

CRA Omnibus Regional Survey

Those with the smallest number of employees (less than 10) are the most critical regarding their company's economic condition compared to a year ago, with nearly half (44%) rating conditions as now being worse.

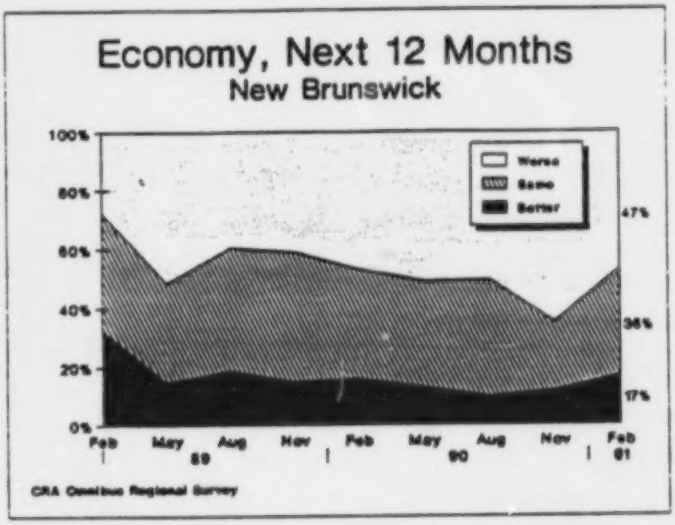
One in four employers believe the economic condition of their business would be better in the next 12 months, while about half (47%) expect the condition of their business to be about the same economically. At the same time, 30% feel that the economic condition of their business will worsen in the next 12 months (Employer Table: 2).



Projected Economy of Business In Next 12 Months
Acadian Peninsula - Employer Study

Corporate Research Associates Inc.

As with the current assessment of the provincial economy by New Brunswickers[*], employers have a more favourable opinion of the economic conditions for their own business in the next twelve months than residents of the province do of their provincial economy.



CRA Omnibus Regional Survey

Those with the least number of employees (31%) are the most pessimistic regarding their company's economic well-being in the next year.

Among the perceived strengths of the employers surveyed, half (51%) identified their **quality of service** as their greatest strength, while 25% indicated that their **product** was their key strength (Employer Table: 5). On the other hand, labour problems (15%), a poor economy (15%), a lack of publicity/marketing (7%), and the seasonal nature of the business (8%) were identified as key weaknesses of those surveyed. Another 16% could not identify any specific weakness of their businesses (Employer Table: 6).

There is little doubt about current employment opportunities on the Peninsula. Nearly six in ten employers (57%) feel that compared with a year ago, employment opportunities are now either somewhat or much worse. Only 8% think employment opportunities are now better (Employer Table: 3).

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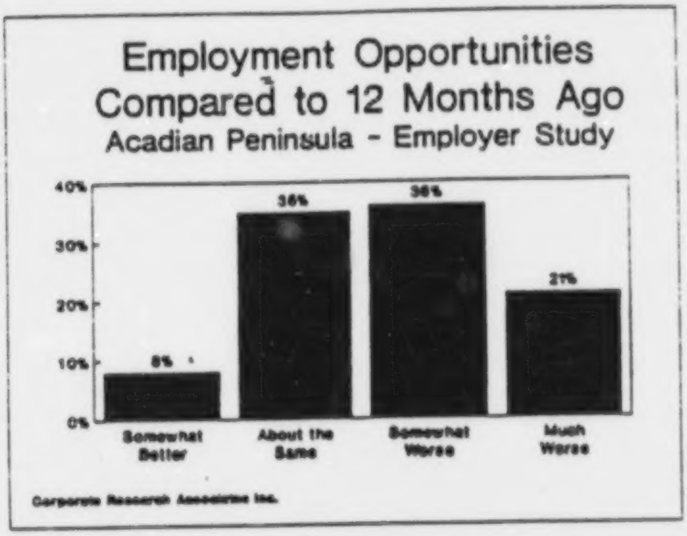
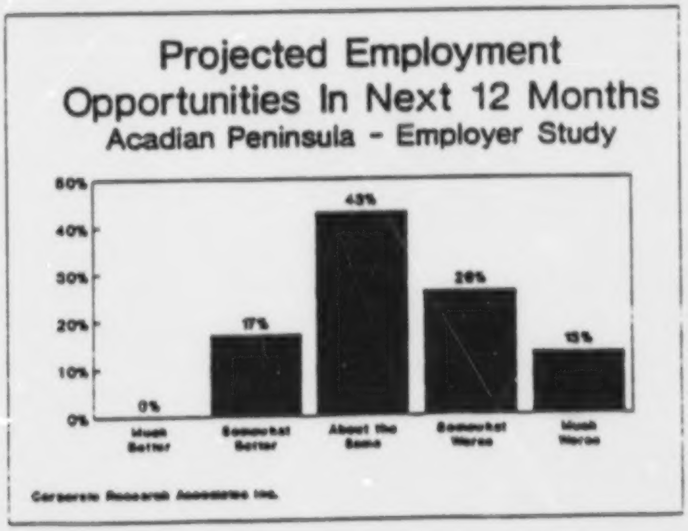
[*] Source: CRA Regional Omnibus Survey



Employers with the most employees (25 employees or more) are the most likely to feel that employment opportunities in the region are the same or better than a year ago. The majority of all other employers consider employment opportunities to be now worse than a year earlier.

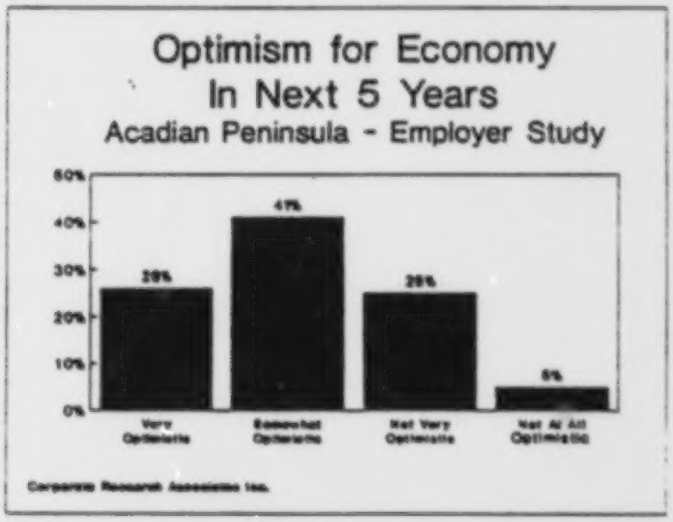
Few employers (17%) expect employment opportunities will get much better in the next year. Indeed, nearly four in ten (39%) believe employment opportunities will continue to worsen, while about the same number feel employment conditions will remain the same in the coming year (Employer Table: 4).



Again, those with the most employees (67%) are considerably more likely than employers with fewer employees to feel employment opportunities to be either the same or better in the next year. Indeed, one in five of these larger employers expect employment opportunities to be better in the next 12 months.

Future Economic Outlook

Despite the negative assessment of employment opportunities on the Peninsula, two-thirds of employers (67%) remain at least somewhat optimistic about the region's economic prospects in the next five years (Employer Table: 7).



Corporate Research Associates Inc.

Employers with between 10 and 24 employees (75%) appear slightly more optimistic about the economic prospects of the Acadian Peninsula in the next five years than employers in other categories.

Some sectors such as agricultural and manufacturing appear more optimistic than others. Caution should be exercised in evaluating this information by sector due to the small number of employers interviewed in some sectors such as communications (1), peat moss (2), and real estate (2).

OPTIMISM BY SECTOR

	Somewhat/Very Optimistic %	Not Very/At All Optimistic %
o Agriculture	100	0
o Commercial Services	62	31
o Communications*	100	0
o Construction	67	30
o Education	67	33
o Fishing	67	33
o Financial/Insurance	89	11
o Forestry	100	0
o Government Services	90	10
o Health/Social Services	55	33
o Hospitality	73	27
o Manufacturing/Processing	100	0
o Peat Moss*	50	50
o Real Estate*	100	0
o Retail	71	26
o Transportation	40	60
o Wholesale	66	33

Even among those who are at least somewhat optimistic, nearly half (49%) simply believe things couldn't get much worse. At the same time, 16% feel the diversification within the region is a reason for optimism and 10% believe that the fishing industry will improve, which will help their business, while 7% think the recession will soon end (Employer Table 8A).

Those less optimistic cite as reasons the poor economy (56%), the recession (13%), and problems in the fishery (8%). Another 5% mentioned GST/taxes and seasonal nature of the work available in the region (Employer Table: 8B).

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* Small sample.

Overall, 33% of the employers surveyed expect their business to expand or diversify their operations in the next two years, while 58% had no such expectations. The remainder (8%) were undecided about their expansion or diversification" plans (Employer Table: 9).

Those in the agriculture (63%), construction (48%), hospitality (60%), manufacturing (47%), and retail sectors (38%) were the most likely to have expansion or diversification plans. Those in government services (70%), health/social services (68%), and commercial services (68%) were the most likely to have no such plans.

Plans to expand or diversify increase as the number of employees increase, with those with the most employees the most likely to be considering expanding or diversifying in the next two years.

	EXPANSION/DIVERSIFICATION PLANS		
	< 10 Employees %	10-24 Employees %	25 or > Employees %
o Yes	30	43	49
o No	62	50	38
o Undecided	8	7	13

Among those with expansion or diversification intentions, most (52%) expect to expand their existing products or services, while 34% indicated an intention to diversify into new products or services. A small number (14%) indicated that they would both expand as well as diversify (Employer Table: 10).

Among those with expansion or diversification intentions, an average of 3.9 full-time employees and 6.6 part-time employees per employer are expected to be required for these plans. These would be in addition to current employees. The majority of full-time jobs are expected to be of a permanent, year-round nature (64%), while a smaller percentage of part time jobs are expected to be permanent (61%) (Employer Tables 11A-11D).

Based on the number of businesses in the Acadian Peninsula (1,741) and the percentage of those surveyed with expansion or diversification plans in the next two years (33%), a prediction of permanent and seasonal full-time and part-time jobs that might be generated in the Peninsula can be estimated. It should be noted that these projections do not take into account job losses due to business failures or downsizing and, as a result, are not net job gains.

NEW JOBS PROJECTION NEXT TWO YEARS

	* Permanent		Seasonal		Total
	#	%	#	%	#
o Full-time	1,435	38	2,315	62	3,750
o Part-time	808	35	1,480	65	2,288
Total	2,243	37	3,795	63	6,038

While these estimates are clearly optimistic, they nonetheless reflect the expansion and diversification plans of those surveyed. It also suggests that the majority of potential new jobs will be of a seasonal nature (63%), rather than permanent, full-time work (24%). Nonetheless, the potential new jobs do underline a fundamental sense of faith in the region for at least a third of the employers.

In terms of skills or training that these additional employees will require, 25% indicated trades training as a requirement, 12% mentioned skills working with the public, and 12% sales experience as a necessary requirement. Another 13% indicated a minimum education level of grade 12 would be required. It seems apparent that there is little perceived need for specialized training for future expansion or diversification plans under consideration. This conclusion is supported by the indepth interviews with opinion leaders (Employer Table: 12).

The vast majority of employers (93%) who expect to require additional employees as a result of their expansion or diversification plans believe these new employees can be hired locally (Employer Table: 13). However, in terms of minimum education that these new employees will require, about a quarter (27%) expect these employees to have completed high school, one in ten expected a university degree, 8% expected trades training, while 44% had either no minimum education requirement or expected grade 10 or less education. This also supports the lack of perceived need among employers in the region for specialized training (Employer Table: 14).

Nearly six in ten employers (58%) would be at least somewhat likely to hire laid-off fish workers, while a quarter were not likely at all. Those with less than 10 employees are significantly less likely (46%) to hire displaced fish workers (Employer Table: 15).

Present Employment Levels

Based on the average number of full-time and part-time employees (both permanent and seasonal) during peak and slow seasons among those surveyed, a projection of total employment on the Peninsula can be estimated. As a consequence, the total employment during the peak period, both part-time and full-time is estimated to be 21,937, while total employment during the slow period is estimated to be 13,406, or about 61% of that of peak period. The estimate of full-time, permanent jobs, based on employers' estimates of permanent versus seasonal jobs, is likely the slow period figure for full-time employees (Employer Tables: 16-17).

AVERAGE EMPLOYMENT ESTIMATES

	Full-Time Employees #	Part-Time Employees #	Total Employees #
Peak Season:			
o Male	4.7	1.9	6.6
o Female	3.9	2.1	6.0
Average # of Employees	8.6	4.0	12.6
Number of Employees	14,973	6,964	21,937
Low Season:			
o Male	2.4	1.3	3.7
o Female	2.6	1.4	4.0
Average # of Employees	5.0	2.7	7.7
Number of Employees	8,705	4,701	13,406

The key perceived weaknesses of present employees related to lack of training (16%), poor work attitudes (5%), and quality of work (4%). Six in ten employers do not perceive their employees to have any problems. The lower the number of employees, the more likely employers are to feel that they have no problems with their employees. Employers with the largest number of employees are more likely to mention poor work attitudes, unemployment insurance, and absenteeism as problems with employees (Employer Table: 18).

Among those employers surveyed, the vast majority (89%) had no unionized employees. Of the remainder, 8% had at least 50% of their employees who were unionized. The larger the employer, the more likely they are to have unionized employees. In fact, 37% of those with 25 or more employees are unionized to some extent. This compares with the 31% of those surveyed in the Household Survey who were unionized (Employer Table: 19). Six in ten do not have any turnover of employees on an annual basis, while 26% have turnover of 10% or less each year and 10% have turnover between 11% and 50%. Turnover increases with the number of employees, with 60% of those with 25 or more employees who experience at least some turnover each year (Employer Table: 20).

Training

Of the businesses surveyed, about half (55%) provide some form of training to their employees. Those with less than ten employees are significantly less likely to provide training to their employees. Those in educational services (83%), finance/insurance (100%), government services (90%), hospitality services (73%), and manufacturing sectors (65%) are the most likely to provide training for their employees. Those in agriculture (75%), construction (57%), and fishing (64%) are the least likely to provide such training.

Among those who provide training to their employees, on average about 42% of these employees have received training in the past year. The vast majority of such training was on-the-job (75%), followed by apprenticeship training (12%), and personal improvement training (12%) (Employer Tables: 21-23).

Overall, 37% of those surveyed had sent their employees to training opportunities provided by other organizations in the past year. Among the outside organizations providing such training were the community colleges (56%), and the Centre Universitaire de Shippagan (10%) specifically (Employer Tables: 24-25).

A surprisingly low number of employers (8%) indicated that they had any employees who have difficulty reading or comprehending written documents related to their work. Recognition of illiteracy problems among employees is greatest among those in health/social services (22%), transportation (60%), construction (17%), and education services (17%). Those with the most employees (17%) are the most likely to indicate problems with illiterate employees. This finding certainly does not match Statistics Canada's estimate of illiteracy for the Province of New Brunswick (illiteracy in New Brunswick is 18% based on reading skill levels only[*]) and likely indicates a low requirement for some employees to read or understand written information (Employer Table: 26). Of the few employers who recognize such a problem with these employees, most are not doing anything formal to deal with this problem, other than providing explanations when required (Employer Table: 27).

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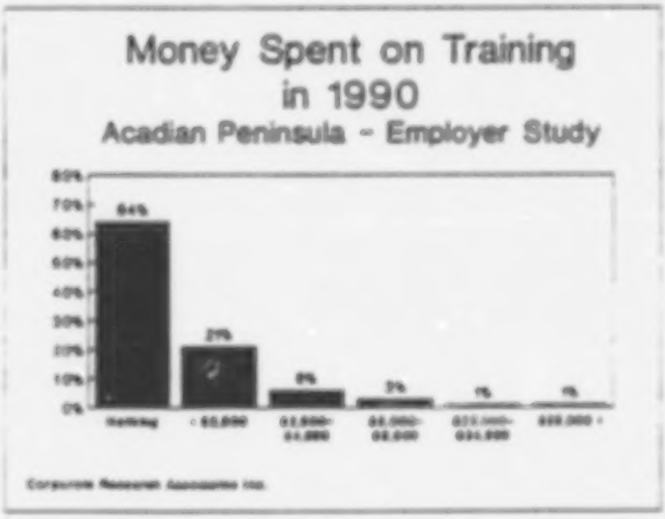
[*] Source: Statistics Canada, 1989 Survey of Literacy Skills.

About 14% of employers had apprentices in their service at the time of the survey, with those with 25 or more employees the most likely to have apprentices. Of those with apprentices, the most common trades were mechanical and electrical (Employer Tables: 28-29).

In terms of training budgets, the majority (64%) indicated having spent no money on training of employees in 1990. About one in five (21%) spent less than $2,500, 6% spent between $2,500 and $4,999, and 3% spent between $5,000 and $9,999. Those in agriculture (88%), construction (87%), and fishing (80%) are the most likely to have no training budgets, while those in government services (30%) are the most likely to have budgets of $5,000 or more (Employer Table: 30).


Money Spent on Training in 1990

Acadian Peninsula - Employer Study

Corporate Research Associates Inc.

The type of training that would most help those businesses surveyed included trades training (23%), sales training (11%), public relations training (9%), and computer training (5%) (Employer Table: 31).

Economic Development.

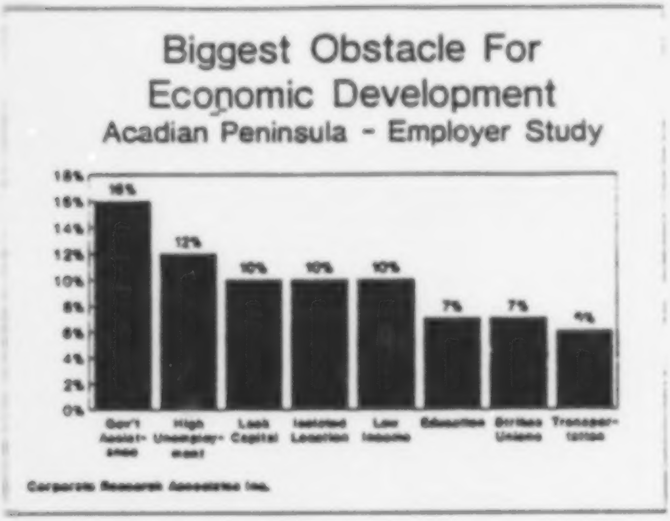
Overall, the private sector (49%) and the provincial government (46%) were perceived to be primarily responsible for the economic development of the Acadian Peninsula. The federal government (33%) and the local development boards and commissions (27%) were also seen as having a primary responsibility. Economic development was perceived to be the primary responsibility of the private sector by those in finance/insurance (84%), while the provincial government was perceived as having the primary responsibility by those in the hospitality sector (73%) and transportation (80%) (Employer Table: 32).

Overall, about half of those surveyed were satisfied with any of those involved in the region's economic development. Those surveyed were most dissatisfied with the role that the federal government has played in the economic development of the Peninsula to date and most satisfied with the role played by the private sector and the provincial government. A third of those surveyed were also dissatisfied with the role of the provincial government in their efforts regarding economic development in the region (Employer Table: 33).

	SATISFACTION WITH PERFORMANCE		
	Somewhat/Very Satisfied %	Neutral %	Somewhat/Very Dissatisfied %
o Federal Government	50	12	38
o Provincial Government	56	11	33
o Private Sector	55	22	24
o Local Development Boards/Commissions	50	29	21

Problems and Opportunities.

The greatest perceived barriers to economic development in the Acadian Peninsula included lack of government assistance (16%), high unemployment (12%), lack of capital (12%), isolated location (10%), low income (10%), strikes/unions (7%), education levels (7%), transportation (8%), and a small population base (5%) (Employer Table: 34).



Biggest Obstacle For Economic Development
Acadian Peninsula - Employer Study

Corporate Research Associates Inc.

In terms of the best opportunities for economic development in the region, the fishing industry (18%) and the region's natural resources (14%) were most often identified. Other suggestions included small enterprises (7%) and tourism (4%). It is noteworthy that the focus for economic development was on existing regional opportunities (Employer Table: 35).

A study of the fishing industry and aquaculture in New Brunswick by GTA Consultants demonstrated that, while the northeast accounted for more than 50% of the fish landings (in terms of both volume and value) of the province in 1988, the value added through processing was significantly less than for the province as a whole*, suggesting an opportunity exists to move processing within the region.

	Northeast %	Province %
o Frozen fish	84	53
o Fresh fish	6	16
o Processed fish products (fish meal, marinated, canned)	10	17

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*Une étude sur le développement de l'industrie des pêches et d l'aquaculture du Nouveau-Brunswick, phase II, GTA Consultants en pêches, Janvier 1990, 234 p.

Profile of Employers.

Eight in ten employers (82%) surveyed run year-round businesses, while the remainder are seasonal. Those in agriculture (63%), construction (57%), fishing (77%), and peat moss (100%) were largely seasonal employers. Most of those surveyed (80%) have been in business for more than ten years, with an overall average of being in business of 17.3 years. Of those with 25 or more employees, 36% are seasonal businesses. This compares with only 16% of those with fewer than 10 employees who are seasonal businesses. Relatively few (17%) have been in business for five years or less (Employer Tables: 37-38).

Among those surveyed, 70% had total sales revenue of less than $500,000 in 1990, with half (53%) with revenue less than $250,000. Another 15% had sales revenue of between $500,000 and $999,999, and 15% with a million or more in sales in 1990 (Employer Table: 39).

More than half (54%) expect no growth in revenue in 1991 over the previous year, while 11% are uncertain in this regard. Of those expecting growth, the average expected growth rate is 13.6%. Those in construction (20%), educational services (17%), fishing (19%), hospitality (18%), and manufacturing (22%) are forecasting the largest increases in revenue growth in 1991.

Those with expansion or diversification intentions (65% of those surveyed) are most likely to expect revenue growth in 1991 and expect that growth to be higher than those with no expansion or diversification plans (44%) (Employer Table: 40).

REVENUE GROWTH IN 1991

	Expansion/ Diversification Plans %	No Expansion Diversification Plans %
o Average Growth Expected	16	11

A quarter (24%) export goods outside the Acadian Peninsula, with those in agriculture (38%), construction (50%), fishing (53%), manufacturing (59%), and peat moss (100%) the most likely to be exporters. Nine in ten are locally owned, while 4% are owned by interests outside New Brunswick (Employer Tables: 41-42).

EMPLOYER PROFILE

	< 10 Employees %	10-24 Employees %	25 or > Employees %
Type of Business:			
o Seasonal	16	19	36
o Year-Round	84	81	64
Annual Sales:			
o Less than $500,000	82	42	21
o $500,000-$999,999	13	13	25
o $1 Million or More	6	45	56
Revenue Growth Predicted:	41	67	61
Products Exported:	20	35	55
Ownership:			
o Locally Owned	95	84	85
o New Brunswick Owned	3	5	7
o Owned Outside N.B.	2	11	8

Employers with the largest number of employees are nearly twice as likely to be in seasonal businesses and to export products outside the Peninsula.

ANALYSIS - PART C:
QUALITATIVE ASSESSMENT OF ACADIAN PENINSULA

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PART C: QUALITATIVE ASSESSMENT OF THE ACADIAN PENINSULA

Focus group research and in-depth personal interviews were conducted to explore the findings of the household and employer surveys in somewhat more detail. This portion of the research for the Acadian Peninsula Labour Study was conducted by external consultant, Pierre Poulin. Mr. Poulin lives in Baie Verte, close to the Acadian Peninsula, and intimately understands this region of the province.

Focus Group Interviews

There were three focus groups held, one in Caraquet, Tracadie, Shippagan during the period February 12 to 14, 1991. The groups were conducted in French and video tapes of each session are available to the Client for review upon request.

Current Situation in the Peninsula

The majority of focus group participants in all sessions appeared to be of the opinion the future outlook for the Acadian Peninsula is somewhat bleak.

- "I'm not optimistic about the future. Fisheries aren't going too well." (Caraquet Respondent)
- "Job prospects now are bad. People talk about recession and they are more prudent in their spending." (Tracadie Respondent)
- "It's getting worse. Always less jobs." (Shippagan Respondent)

Despite the gloomy outlook, there remains a feeling of optimism among many of those in the region.

- "I'm optimistic. Being pessimistic doesn't help." (Caraquet Respondent)

While most were very satisfied with their community as a place to live, some of those who are not currently employed would move tomorrow if they were able to acquire full-time employment in another region.

- o "People wouldn't hesitate to leave as long as they have a secure job and good salary." (Shippagan Respondent)

- o "I would go to Africa if I could find a better job." (Caraquet Respondent)

- o "It's difficult to travel elsewhere for work when one has children or a house. Travelling is so expensive, for the salary, not worth the trouble." (Tracadie Respondent)

Interestingly, others who are currently unemployed but usually work in the fish plants, would not want to move to another area in order to work. They believe their training and skills to be somewhat limited and therefore job opportunities are few and far between for them.

- o "We have no choice. We work in the fishery or go on welfare." (Shippagan Respondent)

Nonetheless, a number of respondents expressed interest in upgrading their skills or education levels, while at the same time, recognizing the difficulties of such an undertaking.

- o "I would like to be a chef, but it's hard to study now. I have a child." (Caraquet Respondent)

- o "I am planning to take night courses to get grade 12." (Shippagan Respondent)

- o "I would like to do something else. When one approaches 40, one wants to do something else. I'm taking night courses." (Tracadie Respondent)

As well, many suggest the Acadian Peninsula is in dire need of more job opportunities for those living in the region. However, they had few ideas as to how more jobs could be created.

- o "Not enough work for everyone who lives in the Peninsula." (Shippagan Respondent)

Some participants suggest they are personally responsible for their own development in terms of job readiness, however, they expect the government to support their individual efforts in this regard. Others were unsure as to who might be responsible for the development of the region economically, government or local entrepreneurs.

- o "People are too used to depending on government to create jobs. Not enough initiative in private sector." (Tracadie Respondent)

While, like all people, the focus group participants expressed hopes and dreams for a prosperous future in terms of job opportunities and financial stability, most suggest they are not likely to achieve such objectives.

- o "It takes investors with business here--not business elsewhere." (Tracadie Respondent)

There is also some sense that expectations are too high in the region.

- o "We are used to a certain lifestyle. All of a sudden, people want big salaries. They lack patience, perseverance." (Caraquet Respondent)
- o "The possibilities are difficult. Also, people want too much money." (Caraquet Respondent)

Others believe that a reliance on the system is engrained and are critical of existing attitudes.

- o "There's a clear concern over people being on welfare and their influence, for example, on children." (Caraquet Respondent)
- o "People abuse the system and stay lazy." (Tracadie Respondent)
- o "People go to Ontario to find work and earn UI. Once they have it, they return here. They love that here." (Shippagan Respondent)

Participants appeared to be very limited in terms of basic education and job training skills. Many expressed a desire to be trained in a specific trade, some mentioned nursing and accounting as possible areas of interest. It was also recognized as to how difficult it would be to attain this type of training. Limitations would appear to be primarily the low levels of education, minimal financial resources and family commitments.

It was somewhat difficult to determine the level of commitment of individuals to their future. It is relatively easy to suggest that one would like to undertake specific actions to achieve a desired result, however, there appears to be many obstacles in the road to such achievements. There are fairly limited expectations with regard to the future and most appeared to be fairly satisfied with their current way of life. Perhaps, this is somewhat a reflection of the way in which these people were also brought up and has therefore simply become a way of life.

Opinion Leader Interviews

As well as conducting focus groups with residents of the Acadian Peninsula, in-depth personal interviews were conducted with business and opinion leaders from this region. Twelve interviews were conducted with various business people and local politicians throughout Caraquet, Tracadie, and Shippagan areas by Pierre Poulin (Exhibit B: List of Opinion Leaders).

Economic Situation in the Peninsula

All those interviewed agree the economic situation in the Acadian Peninsula is not very good and the majority believe things are worse now than they were two years ago. The situation was described as being bleak, a crisis situation, deteriorating and a very difficult time. It was suggested, however, that the current recession was not felt as acutely in this region, as they are used to such conditions as high unemployment rates.

Many of the arguments which were used to explain why they perceived the economy of the region to be at risk, are as follows:

- "The crisis situation in the fishing industry, which is central to the economy of the Peninsula; decrease in fish landings for crab and cod and good harvest but low price for lobster; the fact that Japan, traditionally, is fishing a lot of snow crab on the Alaska coast, thus diminishing our share of the market."

- "The fact there is no ship construction activities except for 'Industrie Marine', thanks to renovation contracts for ships from the Fundy region, no work on ships from the Peninsula."

- "Retail sales are down in the area, the car dealers being especially affected."

- "A slow down of the tourism industry, felt in 1990."

- "Poor psychological climate due to the recession, as in the rest of the country."

- "The strike at Brunswick Mining & Smelting, about 130 individuals from the Peninsula work in the mine, some say the affect of the strike is worse than any of the other factors."

- "The low demand for products, translating into lower prices impacting on profit margins for retailers; effect of goods being dumped from Quebec on the local market."

- "A decrease in the number and duration of jobs."

- "Increased out-migration in the last two years, loss of educated people from the region, not going just out of the region but right out of the province."

Many of those interviewed believe the worst is behind them. They consider 1990 to have been a good year for the Acadian Peninsula citing the opening of the Wink Textile plant in Caraquet as a positive indicator. The impact of the creation of 100 new year-round jobs in this area is significant as compared to the approximately ten-week jobs created through the fishing industry. In Tracadie, the Town's assessment has grown by $25 million in 1990 and the prospects for 1991 are considered to be very good. In Caraquet, the increasing assets of the local "Caisses Populaires" and housing starts in 1990 are positive indicators. There is also an indication that fish processing plants had a difficult but better year in 1990, than the previous year.

The three main factors which emerged from these personal interviews in terms of assessing the economy of the region are the present state of the fishing industry, the strike at Brunswick Mining & Smelting and the recession. There are three sub-regions within the Peninsula with unique characteristics.

- **Caraquet Area:** The situation is perceived more positively. The Caraquet area has a more stable economic base with many employers outside the fishing industry providing a strong nucleus of year-round jobs, such as the Wink Textile plant, Féderation des Caisses Populaires, Acadie Nouvelle, School of Fisheries, schools and the hospital.

- **Tracadie Area:** The area is becoming the commercial centre of the Peninsula. The hospital is the main employer, while the retail sector provides year-round employment, but with low wages.

- **Shippagan-Lamèque Area:** Development in this area is heavily dependent on the fishing industry and, consequently, lags behind the other two centres. The economy in this area is very seasonal and more pessimism is expressed regarding the area's future. The area does benefit from the presence of the University Centre, the Marine Centre, the research centres for peat and sea products, and Jiffy Products, a local manufacturer. These employers provide a stable base of year-round jobs in the area.

Future of the Peninsula

With regard to the future of the Acadian Peninsula, many believe that the situation should improve in the next two years. The recently announced increase in the quota for snow crab (+3,000 tons in the Gulf), the exploitation of new species such as mackerel and clams, the increased stability of lobster markets, the relative stability of the peat moss industry and its diversification towards new products, the new research centres for sea products and peat, as well as the diversification agreement for the region with a budget of $28 million over the next five years, are sources of hope for those living in the Acadian Peninsula. It is anticipated that the strike at Brunswick Mining and Smelting would be resolved in the near future and the recession will be over by the end of the year. Proposed N.B. Power projects in Belledune, Millbank and Ste. Rose are also expected to have a positive impact on the local economy as well.

While some believe the fishing industry may experience a greater level of prosperity, those directly involved in the industry suggest that at best an extension in the duration of present jobs may occur. The creation of new jobs is very unlikely in this sector. In fact, it is suggested that with increased mechanization and efforts to improve productivity, employment levels may actually decrease in this sector. There was some suggestion that there is a need to rationalize the number of processing plants and eliminate the current oversupply, as well as improve efficiency in this sector.

A few believe the only hope for this region is through training of the labour force and the migration of many to other regions. It is suggested that if an increased number of weeks were required in this area in order to qualify for unemployment insurance, many would no longer be able to draw this benefit and social welfare programs would be hard hit.

Opportunities and Obstacles for Regional Development

The economic advantages of this region would appear to be the availability of a large labour force which is perceived to be hard working, skilled in manual work, dedicated and proud. The presence in the region of two natural resources and associated industry research centres (fish and peat) are also considered advantages. It is also recognized that due to regional disparity, the Acadian Peninsula offers generous incentives and programs to potential developers willing to invest in the region.

The following were cited as disadvantages of the Acadian Peninsula:

- Illiteracy of a large segment of the population;
- Weak transportation systems in the area, particularly that related to road and air transportation;
- Lack of highly skilled labour and the inability to train people due to a lack of basic skills, such as reading and writing;
- Geographic distance from major markets;
- Absence of risk capital;

- o Absence of a major urban centre and the fact there are essentially three small regions competing among themselves for regional development;
- o Effect of the highly seasonal nature of workforce and the manner in which Unemployment Insurance benefits supplement household income for the remainder of the year; and,
- o The UI syndrome pushing some people to work the minimum number of weeks to get maximum UI benefits affects the work ethic and the highly seasonal activity contributes to this work attitude.

Specific Expansion/Diversification Plans

In terms of specific development plans for the Acadian Peninsula, modest plans are being considered by a number of those who were interviewed in the region. In one case, through modernization and centralization of fish processing into a single plant and increased productivity would result in a longer work period for those employed, but fewer jobs overall.

Given favourable economic conditions other projects envisaged include:

- o Industrial mall (C.E.E.P.);
- o Museum (C.E.E.P.);
- o Processing blueberries (Caraquet);
- o Addition of 20 units to local hotel (Caraquet);
- o Harvesting clams, increased crab quota (Shippagan);
- o Service centres for fishermen (Shippagan);
- o Projects to increase tourism for region (Caraquet);
- o Urban core development (Caraquet);
- o Construction of by-pass around Tracadie;
- o Upgrade water & sewer systems (Tracadie); and,
- o New Canadian Tire Store, mall expansion (Tracadie).

Various regional development officials suggest there are a few small projects under way and express hope the new diversification agreement for the region will help to diversify the economy. The Shippagan area is hopeful a mushroom production project will become a reality in the near future, which could result in up to 200 year-round jobs.

Perception of the Labour Force

The labour force, while being perceived as offering the greatest potential, is also seen as one of the main obstacles to future development. There is a large available work force with good manual skills in the region. The labour force in the Peninsula is perceived as being adequate for the type of existing or potential jobs that require little or no special training.

In terms of future employment, it is obvious to those interviewed that training the labour force is going to be a big challenge. The high level of illiteracy and language barriers will restrict training opportunities for many. For example, one individual would like his employees to get sawyer training at the forestry school in Fredericton, but such training is only available in English. While there is a requirement for training, the nature of such training must be tailored to the type of jobs available. According to many of those interviewed, there has been a change in attitudes in the past four or five years, with a greater recognition among the population of the need to train themselves and a greater willingness to migrate outside the Peninsula for better jobs.

Responsibility for Development

The responsibility for development in the region is believed to be with business people and the community first, and second, government. It is recognized that a mix of local initiatives and three level government support is needed to achieve success.

As to the best structure to assume a leadership role in regional development, there is no obvious choice. There is a consensus that such a structure should, to a certain extent, integrate the community, the civil service, and politicians. While there are already three regional structures: the C.E.E.P., the Mayors' Forum, and the Economic Conference, there is no clear consensus on which is the appropriate body to take on this regional responsibility. Some say the Economic Conference has not been able to interest the business community. Others consider the C.E.E.P. a good vehicle, while others do not. The head of the C.E.E.P. considers the Commission to be the development tool of the municipalities in the Peninsula and, as such, should be responsible for the development of the area. Others would like to see a model based on the Cape Breton Development Corporation.

In summary, the most important actions the government can undertake to improve the economic development of the Peninsula are as follows:

- While it is recognized that it is not the role of government to create jobs directly, the expectation is that government stimulate and support local initiatives and identify (through the Department of Commerce and Technology) and attract new businesses to the region;
- Large scale effort to fight illiteracy;
- Improve the road transportation networks; and,
- Stimulate dialogue within the Peninsula.

METHODOLOGY

In order to satisfy the stated research objectives, a two-phased study was undertaken. Phase One entailed conducting both a "Household" and an "Employer" survey for the purpose of developing a regional profile of those living and working in the Acadian Peninsula. Phase Two involved a more indepth "qualitative" assessment of the results obtained in Phase One providing greater clarity and understanding of the problems faced by residents and employers of this area in terms of future employment and economic development opportunities.

Phase One: Quantitative Survey

Phase One consisted of two separate quantitative surveys, one with residents living in the Acadian Peninsula and one with employers in the region.

Sample Size and Sampling Strategy

For the Household Survey, telephone interviews with a randomly selected sample of 1,000 households in the Acadian Peninsula were undertaken according to the actual population distribution throughout the region:

SAMPLE DISTRIBUTION OF HOUSEHOLD SURVEY*

Geographic Location	Population	% of Population	Sample	% of Sample
Towns:				
Caraquet	4,493	8	78	8
Lamèque	1,806	3	31	3
Shippegan	2,801	5	48	5
Tracadie	2,444	4	42	4
	11,544	20	42	20

---

*Source: Demographic Distribution of the Acadian Peninsula CEEP (1986 Census Statistics)

SAMPLE DISTRIBUTION OF HOUSEHOLD SURVEY[*]

Geographic Location	Population	% of Population	Sample	% of Sample
Villages:				
Bas-Caraquet	1,913	3	33	3
Bertrand	1,279	2	22	2
Grand-Anse	829	1	14	1
Le Goulet	1,136	2	20	2
Maisonnette	759	1	13	1
Neguac	1,754	3	30	3
Paquetville	580	1	10	1
St-Leolin	870	1	22	2
Ste-Marie/ St-Raphael	1,260	2	22	2
Sheila	1,265	2	22	2
	11,645	20	201	21
Civil Parish:				
Alnwick	6,518	11	111	11
Caraquet	1,793	3	31	3
Inkerman	4,702	8	81	8
New Bandon	1,436	2	25	3
Paquetville	3,059	5	53	5
Saumerez	7,765	13	133	13
Shippagan	6,071	10	105	11
St-Isidore	2,766	5	48	5
	34,110	59	587	59
Reserve:				
Burnt Church	766	1	13	1
Total:	58,066	100	1,000	101

A systematic random probability sampling strategy was employed to select those to be interviewed, with a minimum of four callbacks for no response calls as specified for in the Request for Proposals. Written records were maintained and these call record sheets including non-response are available to the Client upon request.

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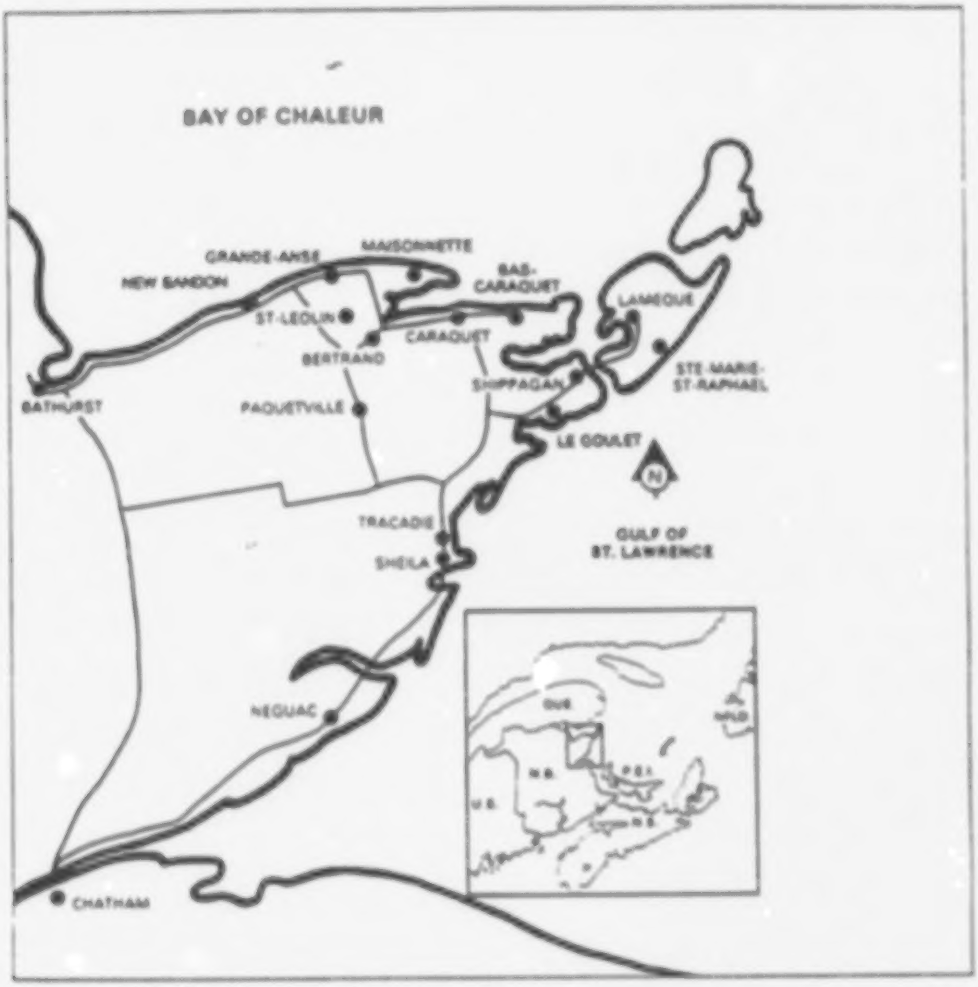
[*] Source: Demographic Distribution of the Acadian Peninsula CEEP (1986 Census Statistics)


BAY OF CHALEUR
GRANDE-ANSE
MAISONNETTE
NEW BANDON
BAS-CARAQUET
LAMEQUE
ST-LEOLIN
BERTRAND
CARAQUET
SHIPPAGAN
STE-MARIE-ST-RAPHAEL
BATHURST
PAQUETVILLE
LE GOULET
N
TRACADIE
SHEILA
GULF OF ST. LAWRENCE
NEGUAC
CHATHAM
QUE
NFLD
N.B.
P.E.I.
U.S.
N.S.

The purpose of selecting the sample according to this method of distribution ensures representativeness of the results for the entire "Acadian Peninsula" region, as the sample approximates the actual population in terms of geographic location. The interviews included only members of the household 15 years of age and over, who had either completed school or who no longer attended school on a full-time basis. In all cases, population statistics were used to determine the sample proportions desirable for each descriptive variable, such as age, or gender. A sample of 1,000 interviews provides a 95% level of statistical reliability for the household survey and a margin or error of ±3% for the overall results.

For the Employer Survey, a census of all regional firms with 25 employees or more was undertaken. Refusals and the unavailability of the key decision maker prevented a complete census of the larger employers. As a result, the sample sizes for the other two categories of employers were increased to fulfill the sample size quota for the study.* The employer survey was conducted by telephone with the key decision maker in each company. The overall results were weighted to reflect the actual distribution of employers in the Acadian Peninsula.

Based on statistics received from the Economic Expansion Commission of the Peninsula Inc. with regard to the number of employers currently operating in the region defined as the Acadian Peninsula, the following number of "Employer" surveys were completed for each of the three identified employee categories:

SAMPLE DISTRIBUTION OF EMPLOYER SURVEY*

Employee Categories	Employer Population	Sample	Confidence Level	Margin Of Error
o 25 or More Employees	125	78	95%	±5%
o 10 to 24 Employees	223	124	95%	±6%
o 1 to 9 Employees	1,393	248	95%	±6%
Totals	1,741	450	95%	±4%

A total sample of 450 employer surveys provides a 95% level of confidence with a ±4% margin of error for the overall results. It also provides statistical reliability for each of the three employee categories examined.

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*Source: "Employers of the Acadian Peninsula", C.E.E.P. (Based on Maximum Number of Employees)

Sampling Tolerances

The sampling tolerances that would apply to the percentage results in the proposed study are given in the table that follows. This table shows the possible variation that might be anticipated due to interviewing a sample, rather than the entire population under study.

Approximate Sampling Tolerances
For Percentages Near . . .

Size of Sample	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
o 1000 Interviews	2.0	2.4	2.8	3.0	3.1
o 900 Interviews	2.0	2.6	3.0	3.2	3.3
o 800 Interviews	2.1	2.8	3.2	3.4	3.5
o 700 Interviews	2.2	3.1	3.4	3.6	3.7
o 600 Interviews	2.4	3.2	3.6	3.9	4.0
o 500 Interviews	2.6	3.5	4.0	4.3	4.4
o 400 Interviews	3.0	3.9	4.5	4.8	4.9
o 300 Interviews	3.4	4.5	5.1	5.5	5.7
o 200 Interviews	4.0	5.4	6.2	6.8	7.0
o 100 Interviews	5.7	7.5	8.8	9.5	9.9
o 50 Interviews	8.0	11.0	13.0	13.7	14.2

The sampling tolerances vary with both the size of the sample and the size of the percentage results themselves. For example, if 70% of the total sample of the 1,000 who responded to the Household Survey indicated a particular response, this result would not vary by more than ±2.8% (i.e., from 67.2% to 72.8%) if the study were repeated in 19 out of 20 cases. However, on the other hand, if 70% of the respondents in Saumerez indicated the same response, the chances are that the results could vary by ±8.8% (61.2% to 78.8%). This is based on a sample of 133 within this smaller subgroup.

CRA

Survey Design

Two different survey questionnaires that were required for this study: one for households and one for employers (Exhibit A: Survey Questionnaires). The average length of each household interview was between 12 to 15 minutes, while the average length of the employer survey exceeded 15 minutes. The questionnaires were designed in close consultation with the Federal-Provincial working group and employed both structured (close-ended) and unstructured (open-ended) questions to collect the information. The questionnaires were pretested with 50 households and employers to determine the response rate and the ease of completion among survey respondents.

Data Collection

The telephone surveys were conducted by fully bilingual interviewers employed by Corporate Research Associates Inc. in New Brunswick. All interviews were conducted from central telephone facilities in Bathurst and Tracadie by experienced interviewers. Utilizing interviewers close to the region served to minimize the expense of long distance associated with this study and provided some degree of local knowledge/familiarity with the subject matter. As stipulated in the Request for Proposals, interviews with residents were conducted in the early evening hours to maximize response rates. No data collection was undertaken beyond 9:00 p.m. All business surveys were conducted during regular business hours. All respondents had the option of completing the survey in either French or English. All interviewers were fully trained on the survey instrument and were under the direct supervision of an experienced field supervisor who was responsible for the editing and verification of completed surveys. In addition, a minimum of 10% of all completed questionnaires were validated by a field supervisor through callbacks to a random sample of respondents.

All interviewers assigned to the project were trained to elicit unbiased responses. Confidentiality was emphasized at all times. All completed questionnaires were 100% edited for accuracy and completeness.

All interviewers were trained on:

- o Interview techniques
- o Interpretations of specific responses
- o Coding appropriate responses
- o Professional courtesy
- o Problem solving
- o Other requirements specified in the Request for Proposals

Data Tabulation and Quality Control

All questionnaires were coded for computer tabulation and the data analyzed using the StatPac Gold computer package. Any open-ended questions were coded and tabulated. Codes for open-ended questions were developed using a random sample of actual responses. These sample verbatim responses are available to the Client upon request. The data will be available to the Client in an electronic data base compatible with Employment and Immigration Canada and the Department of Labour, Province of New Brunswick's data processing facilities.

Corporate Research Associates Inc. places a special priority on data collection procedures and management practices that are the highest quality control standards in the industry. Given the nature of the information collected in this study, the utmost control has been placed on ensuring the confidentiality of the information received.

Once the data was collected and edited (including coding of all open-ended questions), all data entry was 100% verified. In this procedure two separate data files were created and then compared for any discrepancies, which were subsequently corrected. These control standards ensure the highest possible quality of data for the Client.

A key element in our data entry is the in-depth coding of all unstructured questions. All unstructured questions are manually coded, with response categories determined by a random sampling of actual responses for each open-ended question. These sample verbatim responses are available to clients upon request.

Phase Two: Qualitative Assessment

The qualitative phase of the study consisted of a secondary data search, a series of focus group interviews with residents and indepth interviews with opinion leaders in the region.

Secondary Data Research

A number of sources of information were explored to determine the availability of relevant studies and reports that had been conducted on the economy and on specific industries in the region to support the study (Exhibit C: List of Studies and Reports). In some cases, studies were simply not available ("Strategie Economique de la Commission l'Expansion Economique"), while in other cases, the studies provided general information for comparative purposes (The GMI Study).

The most useful secondary data was that obtained from Statistics Canada that provided provincial comparisons on a number of demographic and employment related statistics. Recent trends related to economic mood in New Brunswick have_been included in the study to provide a context for the results. These trends are from the **CRA Regional Omnibus Survey**, a quarterly survey of 1,500 Atlantic Canadians.

Focus Group Interviews

Three separate focus group interviews were completed with residents, with one group conducted in each of three locations (Caraquet, Tracadie, and Shippagan). These groups were randomly recruited to the following specifications:

(1) One group consisting primarily of those employed in fish related industries, half male/half female, between the ages of 25 and 54.

(2) One group consisting primarily of those who are employed in industries other than those fish-related, half male/half female, between the ages of 25 and 54.

(3) One group consisting of those no longer working in fish-related industries, who are either employed in another industry or are unemployed at present, with half male/half female, between the ages of 25 and 54.

The group interviews were conducted on February 12, 13, and 14, 1991.
A discussion guide was developed for the focus groups which were moderated by Pierre Poulin, a bilingual, external consultant who is familiar with this particular region of New Brunswick. These group interviews were videotaped as a permanent record.

Indepth Opinion Leader Interviews

A series of twelve indepth personal interviews were conducted within the Acadian Peninsula with key opinion leaders by Pierre Poulin. Those interviewed included individuals with a mixture of perspectives from business, government and municipalities (Exhibit B: List of Opinion Leaders).

EXHIBIT A:
SURVEY QUESTIONNAIRES

CRA

1	2	3	4
For Office Use Only			

LABOUR MARKET STUDY - ACADIAN PENINSULA - HOUSEHOLD SURVEY

Hello, my name is ________ and I work with Corporate Research Associates, a public opinion and market research company. Today we are conducting a study on behalf of the Government of New Brunswick of those living and working in the Acadian Peninsula. I would like to talk with a (male/female) member of your household between the ages of 15 and 54 years old, who have either **completed school or is no longer attending school on a full-time basis.** This survey will take about 10 minutes to complete, and all responses to the survey will be treated with strict confidentiality.

A. Gender? (By observation.)

○ Male	1
○ Female	2

B. Into which of the following age categories do you fall?

○ 15 - 24	1	○ 45 - 54	4	
○ 25 - 34	2	○ 55+	5	– Thank & Terminate.
○ 35 - 44	3			

PART A

I would like to begin by asking you about living in the Acadian Peninsula.

1. Overall, how satisfied are you with the quality of life within the Acadian Peninsula? Are you:

Very Satisfied	Somewhat Satisfied	Neither Satisfied/ Dissatisfied (Vol.)	Somewhat Dissatisfied	Very Dissatisfied
1	2	3	4	5

2. What is your **current** employment status? Are you currently:

○ Employed full-time, that is, at least 30 hours per week	1 – Go to Q.#5.
○ Employed part-time, that is, less than 30 hours per week	2 – Go to Q.#5.
○ Not employed, but actively looking for full-time work	3 – Go to Q.#17.
○ Not employed, but actively looking for part-time work	4 – Go to Q.#17.
○ Not actively looking for work at all	5 – Continue.

3. Can you tell me why you are not actively looking for work at this time? (Do not provide responses.)

○ Homemaker	1
○ Retired	2
○ Disabled	3
○ Seasonally employed	4
○ Discouraged	5
○ Other (Specify: ______________________________)	9

CRA

4. Would you be prepared to work full-time if you were offered full-time employment?

Yes	No	Uncertain (Vol.)
1	2	3

Go to Question #24.

5. Are you self-employed or do you work for someone else?

o Self-employed	1
o Work for someone else	2
o Both (Vol.)	3

If self-employed, go to Question #12, otherwise please continue.

6. Are you presently a member of a union?

o Yes	1
o No	2

7. On average, how many hours do you work in a typical week?

o ____________ number of hours.

8. Is your present job of a seasonal nature or is it a permanent year-round job?

o Seasonal	1
o Permanent	2

9. In what type of industry do you work? **(Probe for industry category. Do not provide response categories.)**

o Agriculture	01
o Business Services	02
o Communications	03
o Construction	04
o Educational Services	05
o Fishing	06
o Finance/Insurance	07
o Forestry	08
o Government Services	09
o Health and Social Services	10
o Hospitality	11
o Manufacturing	12
o Mining	13
o Peat Moss	14
o Real Estate	15
o Retail Trade	16
o Transportation	17
o Wholesale Trade	18
o Other (Specify: ____________________)	99

CRA

10. Overall, how satisfied are you with your present job? Would you say you are:

Very Satisfied	Somewhat Satisfied	Neither Satisfied/ Dissatisfied (Vol.)	Somewhat Dissatisfied	Very Dissatisfied
1	2	3	4	5

11. And how satisfied are you with each of the following factors related to your present job? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied with: (Rotate factors.)

	Very Satisfied	Somewhat Satisfied	Neither (Vol.)	Somewhat Dissatisfied	Very Dissatisfied
o Pay	1	2	3	4	5
o Training opportunities	1	2	3	4	5
o Job security	1	2	3	4	5

12. How long have you worked for your present employer (for yourself)?

o ____________ number of years.

13. How many years have you lived, without interruption, in the Acadian Peninsula?

o ____________ number of years.

14. In the past five years, have you moved from one community to another for work reasons?

Yes	No
1	2

15. How interested would you be in moving to another area of New Brunswick outside the Acadian Peninsula for a better job opportunity? Would you be:

Very Interested	Somewhat Interested	Not Very Interested	Not at All Interested
1	2	3	4

If not very/not at all interested, please continue, otherwise go to Question #24.

16. Can you tell me why you would not be interested in moving outside the Acadian Peninsula for a better job? (Probe for specifics.)

____

____

Go to Question #24.

PART B

I would like to ask you about **job prospects** in the Acadian Peninsula.

17. Would you say you are very optimistic, somewhat optimistic, not very optimistic, or not at all optimistic regarding your job prospects in the region?

Very Optimistic	Somewhat Optimistic	Not Very Optimistic	Not at All Optimistic	No Opinion (Vol.)
1	2	3	4	5

18. How long, in months, have you been actively looking for work?

o ____________ number of months.

19. What do you feel is the main reason you are having difficulty finding a job? (Do not provide responses.) Are there any other reasons why you are having difficulty finding a job?

	1st Mentioned	Other Mentions
o No jobs available	01	01
o Lack of education	02	02
o Lack of work experience	03	03
o Lack of job skills	04	04
o Unwilling to travel	05	05
o Unwilling to relocate	06	06
o No retraining programs available	07	07
o Don't know (Vol.)	98	98
o Other (Specify: ______________________________)	99	99

20. When was the last time you worked regularly, either full-time or part-time?

o Within the past six months	1
o Between seven and twelve months ago	2
o More than a year ago	3
o Never	4

21. How far in miles or kilometres would you be prepared to travel each day from your home in order to work?

o __________ miles.

o __________ kilometres.

22. How interested would you be in moving to another area of New Brunswick outside the Acadian Peninsula to get a job? Would you be:

Very Interested	Somewhat Interested	Not Very Interested	Not at All Interested
1	2	3	4

23. Under what conditions would you be willing to move outside the Acadian Peninsula in order to get a job? (Probe for specifics.)

____

____

CRA

PART C

In this next section, I would like to ask you about your work experience and job skills.

24. In total, how many years of work experience do you have?

o ____________ number of years of work experience.

25. How many different employers have you worked for in the past five years?

o Number of employers: ______________ – Continue.
o Self-employed 97 – Continue.
o None 98 – Go to Q.#27.
o Never worked 99 – Go to Q.#27.

26. I would like to ask about the last three jobs you have held. Beginning with your current or most recent job, what type of work did you do in each job? And how long were you employed in each of these jobs? Were each of these jobs permanent or seasonal? Were each of these jobs located within the Peninsula, elsewhere in New Brunswick, or outside the province?

Type of Work

o Most recent/current job: ________________________

o Second most recent job: ________________________

o Third most recent job: ________________________

	Most Recent, Current Job	Second Most Recent Job	Third Most Recent Job
Length of Employment:			
o Less than 6 months	1	1	1
o At least 1 year, but less than 2 years	2	2	2
o At least 2 years, but less than 3 years	3	3	3
o At least 3 years, but less than 4 years	4	4	4
o At least 4 years, but less than 5 years	5	5	5
o Five years or more	6	6	6
Nature of Work:			
o Seasonal	1	1	1
o Permanent	2	2	2
Location:			
o Inside Acadian Peninsula	1	1	1
o Elsewhere in New Brunswick	2	2	2
o Outside New Brunswick	3	3	3

CRA

27. In your opinion, what factors are most important in order to be hired for a job? (Do not provide responses. Multiple responses permitted.)

o Training/education	01
o Work experience skills	02
o Personal characteristics	03
o Knowing someone	04
o Timing/luck	05
o Other (Specify: ________________________)	99

28. What, if any, special training or work skills do you have? (Probe for specifics.)

29. When was the last time you participated in a training program to improve your job skills? (Do not provide responses.)

o Within the past year	1
o Between 1 and 2 years ago	2
o Between 3 and 4 years ago	3
o Five or more years ago	4
o Can't recall (Vol.)	5
o Never	6

If less than 5 years, please continue, otherwise go to Question #31.

30. In what way(s) did you benefit from the last training program you attended? (Do not provide responses.)

o Increased personal productivity	01
o Upgraded personal skills	02
o Increased job responsibilities	03
o Switched to new job	04
o No benefit identified	05
o Other (Specify: ________________________)	99

31. How likely would you be personally to participate in a training program to upgrade your job skills? Would you be:

Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
1	2	3	4

If likely, continue, otherwise go to Question #36.

32. What type of skill training program would you be most likely to attend? (Probe for specifics.)

CRA

33. Given a choice, would you prefer to attend a training program during the day or during the evening?

o Day - Specify:	
- Full-time basis	1
- Part-time basis	2
o Evening	3
o No preference (Vol.)	4
o Don't know/not stated (Vol.)	5

34. Would you be willing to pay some portion of the cost of such a program to upgrade your job skills?

Yes	No	Uncertain
1	2	3

35. And how far in miles or kilometres would you be prepared to travel to attend such a training program?

o ______________ miles.

o ______________ kilometres.

PART D

In this next section, I would like to ask about **Unemployment Insurance benefits.**

36. Have you personally received any Unemployment Insurance benefits during the past year?

Yes	No
1	2

If yes, please continue, otherwise go to Question #39.

37. How many weeks in the past year have you received Unemployment Insurance benefits?

o __________ number of weeks.

38. And how many weeks did you work before receiving Unemployment Insurance benefits?

o __________ number of weeks.

39. Not including yourself, how many members of your household have received Unemployment Insurance benefits in the past year?

0	1	2	3	4 or More

40. How many members of your household, including yourself, are available to work, but who are presently unable to find a job?

0	1	2	3	4 or More

PART E

In this final section, I would like to ask you a few questions about your household to help us analyze the results of this study.

41. What is the **highest** level of education that you have personally completed?

o Elementary school or less 1 (Specify Grade: _____)
o High school incomplete 2 (Specify Grade: _____)
o High school complete 3
o Vocational/technical school complete 4 (Specify Course: ________________)
o Some university/college 5
o University/college complete 6 (Specify Degree: ________________)

42. What is your present marital status?

o Married 1
o Single–Never Married 2
o Single–Widowed or Divorced 3
o Separated 4
o Other (Specify: ________________________) 9

43. Including yourself, how many people live in your household?

00 01 02 03 04 05 06 07 08 09 10 or More

44. Do you or your family own your own home?

o Yes 1
o No 2

If yes, continue, otherwise go to Question #46.

45. Do you own your home outright, or do you have a mortgage on your home?

o Own home outright 1
o Mortgage on home 2
o Don't know/no response (Vol.) 3

46. In which of the following categories did your **total personal** income from all sources fall in 1990 **before** taxes? Was it:

o Less than $6,000 per year 1
o Between $6,001 and $12,000 2
o Between $12,001 and $18,000 3
o Between $18,001 and $24,000 4
o Between $24,001 and $36,000 5
o Between $36,001 and $48,000 6
o More than $48,000 per year 7
o Refused (Vol.) 8

CRA

47 Which of the following have been sources of **personal** income for you in the past 12 months? **(Probe: Any other sources of personal income? Multiple responses permitted.)**

	Yes	No
o Self-employment income	1	2
o Employment income	1	2
o Pension income	1	2
o UIC	1	2
o Social assistance/welfare	1	2
o Workmen's compensation	1	2
o Investment/savings income	1	2
o Other (Specify: ____________________)	1	2

48. In which of the following categories did your **total household income** from all sources fall in 1990 **before** taxes? Was it:

o Less than $6,000 per year	1
o Between $6,001 and $12,000	2
o Between $12,001 and $18,000	3
o Between $18,001 and $24,000	4
o Between $24,001 and $36,000	5
o Between $36,001 and $48,000	6
o More than $48,000 per year	7
o Refused (Vol.)	8

49. Which of the following have been sources of income for your **household** in the past year? **(Probe: Any other sources of household income? Multiple responses permitted.)**

	Yes	No
o Self-employment income	1	2
o Employment income	1	2
o Pension income	1	2
o UIC	1	2
o Social assistance/welfare	1	2
o Workmen's compensation	1	2
o Investment/savings income	1	2
o Other (Specify: ____________________)	1	2

Interviewer's Instruction:

For verification purposes, please ask respondent for their first name and postal code.

Respondent's First Name: ____________________
Telephone #: ____________________
Town/Community: ____________________
Postal Code: ____________________

THANK YOU FOR YOUR COOPERATION AND ASSISTANCE.

CRA

_ _ _
1 2 3
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LABOUR MARKET STUDY - ACADIAN PENINSULA - EMPLOYER SURVEY

Hello, my name is ________ and I work with Corporate Research Associates, a public opinion and market research company. Today we are conducting a study on behalf of the Government of New Brunswick of employers in the Acadian Peninsula. I would like to speak with the individual most responsible for overall company decisions. This survey will take about 10 minutes to complete, and all responses to the survey will be treated with strict confidence.

PART A - PRESENT ECONOMIC CONDITIONS

I would like to begin by asking you about **current economic conditions** in the Acadian Peninsula.

1. Thinking now about your own company, would you say that your company's economic well-being, compared to others in your industry, is now . . . than it was 12 months ago?

Much Better	Somewhat Better	About the Same	Somewhat Worse	Much Worse	
1	2	3	4	5	4

2. And do you expect your company's economic well-being in the next 12 months will be . . .?

Much Better	Somewhat Better	About the Same	Somewhat Worse	Much Worse	
1	2	3	4	5	5

3. Compared with a year ago, would you say that employment opportunities in the Acadian Peninsula are now . . .?

Much Better	Somewhat Better	About the Same	Somewhat Worse	Much Worse	
1	2	3	4	5	6

4. And do you expect employment opportunities in the Acadian Peninsula in the next 12 months will be . . .?

Much Better	Somewhat Better	About the Same	Somewhat Worse	Much Worse	
1	2	3	4	5	7

5. In thinking about your company, what would you say is your greatest strength? (Probe for specifics.)

____ 8-13

____

6. And what, if anything, would you say is your company's greatest weakness? (Probe for specifics.)

____ 14-19

____

CRA

PART B - ECONOMIC FUTURE

In this next section, I would like to ask you about your assessment of the economic future of the Acadian Peninsula.

7. Overall, would you say you are very optimistic, somewhat optimistic, not very optimistic or not at all optimistic about the economic prospects of the Acadian Peninsula in the next five years?

Very Optimistic	Somewhat Optimistic	Not Very Optimistic	Not at All Optimistic	No Opinion (Vol.)	
1	2	3	4	5	20

8. Can you tell me why you feel (don't feel) optimistic about the region's economic future? **(Probe for specifics.)**

Optimistic:

______________________________ 21-26

____

Not Optimistic:

______________________________ 27-32

____

9. Thinking about the next two years, does your company have plans to expand or diversify its business operations?

Yes	No	Undecided	
1	2	3	33

If yes, please continue, otherwise go to Question #14.

10. Would you say your plans are mainly to expand the sale of existing products/services, or to diversify into new products/services?

o Expand existing products/services	1	
o Diversify into new products/services	2	34
o Combination (Vol.)	3	
o Refused (Vol.)	4	

11. If your plans to expand or diversify were to proceed, how many additional employees would you likely hire in each of the following categories? Would these jobs be mainly seasonal or permanent year-round jobs?

	# of Employees	Seasonal	Permanent	Both (Vol.)	
o Full-time employees, that is, working at least 30 hours per week	____ 35-36	1	2	3	37
o Part-time employees, that is, working less than 30 hours per week	____ 38-39	1	2	3	40

12. What, if any, special skills or training do you expect these jobs will require? **(Probe for specifics.)**

______________________________ 41-46

____

CRA

13. Would you expect to be able to hire these employees locally or to hire them from outside the Acadian Peninsula?

o Hire locally	1	
o Hire from outside	2	47
o Both (Vol.)	3	

14. What do you expect the **minimum** education requirement of new employees you hire for your business will be in the future?

o Grade 10 or less	1	
o Grade 11	2	
o Grade 12	3	48
o University complete	4	
o Other (Specify: ______________________________)	9	

15. How willing would you be to hire displaced workers from the fishing industry? Would you be:

Very Likely	Somewhat Likely	Not Very Likely	Not at All Likely	
1	2	3	4	49

PART C - PRESENT WORK FORCE

Now I would like to ask you about your **present work force.**

16. At the peak of your business year, how many employees do you have in each of the following categories?

	Males	Females
o Full-time employees, working at least 30 hours/week	____ 50-51	____ 52-53
o Part-time employees, working less than 30 hours/week	____ 54-55	____ 56-57

17. At your lowest level of employment, how many employees do you have in each of the following categories?

	Males	Females
o Full-time employees, working at least 30 hours/week	____ 58-59	____ 60-61
o Part-time employees, working less than 30 hours/week	____ 62-63	____ 64-65

18. What do you consider the **single** greatest problem with your present employees? **(Do not provide responses.)**

o Lack of training	01	
o Turnover	02	
o Poor work attitudes	03	
o Quality of work	04	66-71
o Absenteeism	05	
o Labour/management relations	06	
o Other (Specify: ______________________________)	99	

19. What percent of your employees are unionized?

o ____%		72-74
o Not unionized	999	

CRA

20. On average, what percent of your permanent, full-time employees would turnover each year?

o ____% 75-76

PART D - TRAINING

Now I would like to ask you about **job-related training** for employees.

21. Does your company provide training for any of your employees?

Yes	No	77
1	2	

If yes, continue, otherwise go to Question #26.

22. What percent of your permanent work force received training in the past year?

o ____% 78-81

23. What type of training do you provide to employees? **(Probe for specifics.)**

o On-the-job training	01	
o Apprenticeship training	02	
o Marketing/sales training	03	
o Supervisory/management training	04	82-89
o Personal development	05	
o Financial/budgetary training	06	
o Other (Specify: ________________)	99	

24. Have you, or others in your company, attended any training programs conducted by organizations other than your own, in the past year?

Yes	No	90
1	2	

If yes, continue, otherwise go to Question #26.

25. Can you name a few of the organizations sponsoring the training programs you or others have attended in the past year? **(Probe for specifics.)**

____ 91-98

____

26. Do you have any problems with your employees' ability to read or understand written materials related to their work?

Yes	No	99
1	2	

If yes, please continue, otherwise go to Question #28.

CRA

27. What, if anything, is your company doing to deal with this problem? (Probe for specifics.)

____ 100-103

____

28. How many apprentices do you presently employ?

o Number of apprentices: ________		104-105
o None	99	

If none, go to Question #30, otherwise please continue.

29. What, if any, apprenticeship programs are your company involved in?

o Carpentry	01	
o Electrical	02	
o Mechanical	03	
o Plumbing	04	
o Welding	05	106-111
o Steam Fitter/Pipe Fitter	06	
o Stationary Engineering	07	
o Painting/Decorating	08	
o None	98	
o Other (Specify: ____________)	99	

30. In total, how much did your company spend on training employees in 1990? (Do not provide response categories.)

o Nothing	1	
o Less than $2,500	2	
o $2,500 - $4,999	3	
o $5,000 - $9,999	4	
o $10,000 - $14,999	5	112
o $15,000 - $19,999	6	
o $20,000 - $24,999	7	
o $25,000 or more	8	
o Refused (Vol.)	9	

31. What type of training would be of most benefit to your company? (Probe for specifics.)

____ 113-118

____

PART E - ECONOMIC DEVELOPMENT

Now I would like to ask you your opinions about economic development in the Acadian Peninsula.

32. In your opinion, who should be most responsible for the economic development of the Acadian Peninsula? Would you say it is mainly the responsibility of the private sector, mainly the government's responsibility, or mainly the responsibility of local development boards and commissions?

o Private sector	1	
o Government (Specify Level):		
- Provincial	2	
- Federal	3	119-123
- Municipal	4	
o Local development boards and commissions	5	
o Don't know (Vol.)	6	

33. Overall, how satisfied are you with the role that **(rotate categories)** has played to date in the economic development of the Acadian Peninsula? Would you say you are:

	Very Satisfied	Somewhat Satisfied	Neither (Vol.)	Somewhat Dissatisfied	Very Dissatisfied	
o Federal Government	1	2	3	4	5	124
o Provincial Government	1	2	3	4	5	125
o Private Sector	1	2	3	4	5	126
o Local development boards and commissions	1	2	3	4	5	127

34. What, in your opinion, are the greatest barriers to economic development in the Acadian Peninsula? **(Probe for specifics.)**

____ 128-133

____

35. And what are the best business opportunities for the economic development of the Acadian Peninsula? **(Probe for specifics.)**

____ 134-139

____

CRA

PART F - COMPANY PROFILE

In this final section, I would like to ask a few questions about your company to help us analyze the results of this study.

36. In what type of industry is your business?

o Agricultural	01	
o Business Services	02	
o Communications	03	
o Construction	04	
o Educational Services	05	
o Fishing	06	
o Finance/Insurance	07	
o Forestry	08	
o Government Services	09	
o Health and Social Services	10	140-141
o Hospitality	11	
o Manufacturing/Processing	12	
o Mining	13	
o Peat Moss	14	
o Real Estate	15	
o Retail Trade	16	
o Transportation	17	
o Wholesale Trade	18	
o Other (Specify: ______________________________)	99	

37. Would you describe your business as seasonal in nature or year-round?

o Seasonal	1	142
o Year-round	2	

38. How long has your company been in business?

o Number of years: _______ 143

39. Into which of the following categories did your total sales revenue in 1990 fall? Was it:

o Less than $250,000	1	
o Between $250,000 and $499,999	2	
o Between $500,000 and $749,999	3	144
o Between $750,000 and $999,999	4	
o $1,000,000 or more	5	
o Refused (Vol.)	9	

40. What percent do you expect your revenue to increase in 1991?

o _______% Increase		145-146
o No Increase Expected (Vol.)	98	
o Don't know/No opinion (Vol.)	99	

41. Do you export your products or services outside the Acadian Peninsula?

Yes	No	
1	2	147

42. And finally, which of the following **best** describes your company? Are you:

- o Mostly owned by individuals living in the Acadian Peninsula 1
- o Mostly owned by New Brunswickers living outside the Acadian Peninsula 2 148
- o Mostly owned by individuals living outside New Brunswick 3

Interviewer's Instruction:

For verification purposes, please ask respondent:

Respondent's Name: ____________________
Title: ____________________
Company: ____________________
Telephone #: ____________________
Town/Community: ____________________
Postal Code: ____________________ 149-151

THANK YOU FOR YOUR COOPERATION AND ASSISTANCE.

EXHIBIT B:
LIST OF OPINION LEADERS

CRA

EXHIBIT B: LIST OF OPINION LEADERS

(1) Alie LeBouthillier
Lawyer/Businessman
Caraquet, NB

(2) Germain Blanchard
Mayor of Caraquet/
Elementary School Principal
Caraquet, NB

(3) Gastien Godin
General Director
(APPA) Association des Pêcheurs Professionne Acadiens Inc.
Shippegan, NB

(4) Béloni Mallet
General Manager
Caisse Populaire de Shippegan Ltd.
Shippegan, NB

(5) Roger Robichaud
Manager
Employment & Immigration Canada
Shippegan, NB

(6) Basile Roussel
Owner
Gully Fish & Food Products Co. Ltd.
Shippegan, NB

(7) Valérie Duclos
Owner
Moulin Duclos Ltée
St. Isidore, NB

(8) Gérard Brideau
General Manager
Commission d'expansion économique de la Péninsule Acadienne Ltée
Tracadie, NB

(9) Raymond Losier
Mayor of Tracadie
Tracadie, NB

(10) Wilbert Godin
Owner
IGA
Pokemouche, NB

(11) Gérard Godin
Lawyer/Businessman
Shippegan, NB

(12) Basil Robichaud
Co-Owner
Rosco Steel Ltd.
Sheila, NB

EXHIBIT C:
LIST OF STUDIES/REPORTS

CRA

EXHIBIT C: LIST OF STUDIES/REPORTS

(1) Statistics Canada, 1986 Census

(2) Perspectives on Community and Housing, Rural & Small Town Research and Studies Program, Mount Allison University, 1987

(3) CRA Regional Omnibus Report, First Quarter 1991, Corporate Research Associates Inc.

(4) Demographic Distribution of the Acadian Peninsula, Economic Expansion Commission of the Peninsula Inc. (C.E.E.P.), August, 1988

(5) The Acadian Peninsula in Profile, Economic Expansion Commission of the Peninsula Inc. (C.E.E.P.), April, 1990

(6) U.I. Changes and New Brunswick, GMI Consultants Inc., for the New Brunswick Department of Labour, January, 1990

(7) Les défis de l'industrie des pêches du Nouveau-Brunswick, Savoie, Donald J. et Beaudin, Maurice, Décembre, 1988

(8) An evaluation of Economic Circumstances of Sub-Provincial Regions in New Brunswick, DPA Group, 1984

73 [illegible]

Acadian Peninsula Labour Market Study, 1991

ABLES (ENG.)

This study was jointly funded under the Canada New Brunswick Cooperation Agreement on Economic Diversification

Canada

Government of Canada
Atlantic Canada Opportunities Agency

New Nouveau Brunswick

Government of New Brunswick
Regional Development Corporation

Corporate Research Associates Inc.

Acadian Peninsula Labour Market Study, 1991

January, 1991

TABLES

Prepared For:

Department of Labour
Province of New Brunswick

Prepared By:

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LABOUR MARKET STUDY - ACADIAN PENINSULA - HOUSEHOLD SURVEY

TABLE INDEX

PAGE

1. Overall, how satisfied are you with the quality of life in the Acadian Peninsula? 1

2. What is your current employment status? 2

3. Can you tell me why you are not actively looking for work at this time? 3

4. Would you be prepared to work full-time if you were offered full-time employment? 5

5. Are you self-employed or do you work for someone else? 6

6. Are you currently a member of a union? 7

7. On average, how many hours do you work in a typical week? 8

8. Is your present job of a seasonal nature or is it a permanent year-round job? 9

9. In what type of industry do you work? 10

10. Overall, how satisfied are you with your present job? 13

11. And how satisfied are you with each of the following factors related to your present job? Are you satisfied or dissatisfied with the:

    A) Pay? 14

    B) Training opportunities? 15

    C) Job security? 16

12. How long have you worked for your present employer (for yourself)? 17

13. How many years have you lived, without interruption, in the Acadian Peninsula? 18

14. In the past five years, have you moved from one community to another for work reasons? 19

15. How interested would you be in moving to another area of New Brunswick outside the Acadian Peninsula for a better job opportunity? 20

16. Can you tell me why you would not be interested in moving outside the Acadian Peninsula for a better job? 21

17. Would you say you are optimistic or not optimistic regarding your job prospects in the region? 22

18. How long, in months, have you been actively looking for work? 23

19. What do you feel is the main reason you are having difficulty finding a job? 24

19B. Are there any other reasons why you are having difficulty finding a job? 26

20. When was the last time you worked regularly, either full-time or part-time? 28

CRA

21.	How far in miles or kilometres would you be prepared to travel each day from your home in order to work?	
	A) Miles?	29
	B) Kilometres?	30
22.	How interested would you be in moving to another area of New Brunswick outside the Acadian Peninsula to get a job?	31
23.	Under what conditions would you be willing to move outside the Acadian Peninsula in order to get a job?	32
24.	In total, how many years of work experience do you have?	34
25.	How many different employers have you worked for in the past five years?	35
26.	I would like to ask about the last three jobs you have held. Beginning with your current or most recent job, what type of work did you do in each job?	
	A) Most recent/current job?	38
	And how long were you employed in your most recent/current job?	42
	Is this most recent/current job permanent or seasonal?	43
	Is this most recent/current job located within the Peninsula, elsewhere in New Brunswick, or outside the province?	44
	B) Second most recent job?	45
	And how long were you employed in your this job?	49
	Is this job permanent or seasonal?	50
	Is this job located within the Peninsula, elsewhere in New Brunswick, or outside the province?	51
	C) Third most recent job?	52
	And how long were you employed in your this job?	56
	Is this job permanent or seasonal?	57
	Is this job located within the Peninsula, elsewhere in New Brunswick, or outside the province?	58
27.	In your opinion, what factors are most important in order to be hired for a job?	59
28.	What, if any, special training or work skills do you have?	60
29.	When was the last time you participated in a training program to improve your job skills?	63
30.	In what way(s) did you benefit from the last training program you attended?	64
31.	How likely would you be personally to participate in a training program to upgrade your job skills?	65
32.	What type of skill training program would you be most likely to attend?	66
33.	Given a choice, would you prefer to attend a training program during the day or during the evening?	68

CRA

34.	Would you be willing to pay some portion of the cost of such a program to upgrade your job skills?	69
35.	How far in miles or kilometres would you be willing to travel to attend such a training program?	
	A) Miles?	70
	B) Kilometres?	71
36.	Have you personally received any Unemployment Insurance benefits during the past year?	72
37.	How many weeks in the past year have you received Unemployment Insurance benefits?	73
38.	And how many weeks did you work before receiving Unemployment Insurance benefits?	74
39.	Not including yourself, how many members of your household have received Unemployment Insurance benefits in the past year?	75
40.	How many members of your household, including yourself, are available to work, but who are presently unable to find a job?	76
41A.	What is the highest level of education that you have personally completed?	77
41B.	Elementary School or Less. (Specify Grade: __________)	78
41C.	High School Incomplete. (Specify Grade: __________)	79
41D.	Vocational/Technical School Incomplete. (Specify course: __________)	80
41E.	University/College Complete. (Specify Degree: __________)	83
42.	What is your present marital status?	86
43.	Including yourself, how many people live in your household?	87
44.	Do you or your family own your own home?	89
45.	Do you own your home outright, or do you have a mortgage on your home?	90
46.	In which of the following categories did your total personal income from all sources fall in 1990 before taxes?	91
47.	Which of the following have been sources of personal income for you in the past 12 months?	93
48.	In which of the following categories did your total household income from all sources fall in 1990 before taxes?	95
49.	Which of the following have been sources of income for your household in the past year?	97

TABLE: 1

QUESTION: Overall, how satisfied are you with the quality of life within the Acadian Peninsula?

	Very Satisfied %	Somewhat Satisfied %	Neither %	Somewhat Dissatisfied %	Very Dissatisfied %
Gender					
Male	22	48	2	15	12
Female	24	46	3	17	10
Income					
$18,000 or Less per Year	22	42	2	19	15
$18,001 to $36,000	20	49	4	17	10
$36,001 or More per Year	30	47	3	11	10
Age					
15 - 24	28	44	4	15	9
25 - 34	26	46	1	16	11
35 - 44	22	50	4	15	10
45 - 54	17	47	3	19	15
Education					
Less than High School	19	46	3	17	15
Secondary Complete	28	46	3	17	6
Post Secondary	27	51	2	12	7
Overall	23	47	3	16	11

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TABLE: 2

QUESTION: What is your current employment status?

	Employed full-time %	Employed part-time %	Not employed, but actively looking for full-time work %	Not employed, but actively looking for part-time work %	Not actively looking for work %
Gender					
Male	39	4	32	2	23
Female	31	12	20	4	32
Income					
$18,000 or Less per Year	20	7	31	4	38
$18,001 to $36,000	33	11	28	3	26
$36,001 or More per Year	61	6	14	2	17
Age					
15 - 24	29	10	31	6	25
25 - 34	34	9	31	4	22
35 - 44	38	7	22	3	29
45 - 54	35	7	20	2	35
Education					
Less than High School	25	5	31	5	34
Secondary Complete	43	12	22	1	22
Post Secondary	58	12	15	1	13
Overall	35	8	26	3	28

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TABLE: 3

QUESTION: Can you tell me why you are not actively looking for work at this time?

	Homemaker %	Retired %	Disabled %	Seasonally Employed %	Discouraged %
Gender					
Male	7	4	11	59	10
Female	36	1	6	34	4
Income					
$18,000 or Less per Year	23	3	16	28	7
$18,001 to $36,000	24	1	3	54	6
$36,001 or More per Year	30	3	3	57	3
Age					
15 - 24	17	3	3	30	20
25 - 34	25	0	1	54	7
35 - 44	21	1	13	50	5
45 - 54	31	5	12	31	2
Education					
Less than High School	24	2	7	46	7
Secondary Complete	19	0	10	44	5
Post Secondary	42	5	11	26	0
Overall	24	2	8	44	6

TABLE: 3

QUESTION: Can you tell me why you are not actively looking for work at this time?

	Health Reasons %	Strike %	Lack of Education %	Other %
Gender				
Male	10	6	1	4
Female	16	0	1	8
Income				
$18,000 or Less per Year	23	1	1	5
$18,001 to $36,000	7	4	0	6
$36,001 or More per Year	8	3	3	5
Age				
15 - 24	17	0	0	17
25 - 34	8	6	0	6
35 - 44	10	1	3	4
45 - 54	25	2	0	5
Education				
Less than High School	16	1	2	5
Secondary Complete	8	5	0	8
Post Secondary	3	5	0	16
Overall	14	2	1	6

TABLE: 4

QUESTION: Would you be prepared to work full-time if you were offered full-time employment?

	Yes %	No %	Uncertain %
Gender			
Male	71	24	5
Female	32	49	18
Income			
$18,000 or Less per Year	38	49	13
$18,001 to $36,000	60	29	11
$36,001 or More per Year	45	34	21
Age			
15 - 24	57	30	13
25 - 34	60	31	10
35 - 44	48	35	17
45 - 54	30	59	11
Education			
Less than High School	48	39	13
Secondary Complete	52	37	12
Post Secondary	37	53	11
Overall	48	39	13

TABLE: 5

QUESTION: Are you self-employed or do you work for someone else?

	Self-Employed %	Work for Someone Else %	Both %
Gender			
Male	18	81	1
Female	14	86	0
Income			
$18,000 or Less per Year	15	85	0
$18,001 to $36,000	20	81	0
$36,001 or More per Year	13	85	2
Age			
15 - 24	10	90	0
25 - 34	12	87	1
35 - 44	15	85	0
45 - 54	28	71	1
Education			
Less than High School	18	82	0
Secondary Complete	16	83	1
Post Secondary	9	89	2
Overall	16	84	1

TABLE: 6

QUESTION: Are you presently a member of a union?

	Yes %	No %
Gender		
Male	35	65
Female	28	72
Income		
$18,000 or Less per Year	13	87
$18,001 to $36,000	29	71
$36,001 or More per Year	44	56
Age		
15 - 24	7	93
25 - 34	23	77
35 - 44	40	60
45 - 54	48	53
Education		
Less than High School	31	69
Secondary Complete	23	77
Post Secondary	42	58
Overall	31	69

TABLE: 7

QUESTION: On average, how many hours do you work in a typical week?

	Less than 30 Hours %	30 Hours or More %
Gender		
Male	7	93
Female	22	78
Income		
$18,000 or Less per Year	22	78
$18,001 to $36,000	17	83
$36,001 or More per Year	7	93
Age		
15 - 24	21	79
25 - 34	16	84
35 - 44	13	87
45 - 54	10	90
Education		
Less than High School	16	84
Secondary Complete	20	80
Post Secondary	16	84
Overall	14	86

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TABLE: 8

QUESTION: Is your present job of a seasonal nature or is it a permanent year-round job?

	Seasonal %	Permanent %
Gender		
Male	22	78
Female	20	80
Income		
$18,000 or Less per Year	28	72
$18,001 to $36,000	29	71
$36,001 or More per Year	9	92
Age		
15 - 24	18	83
25 - 34	19	81
35 - 44	21	80
45 - 54	29	71
Education		
Less than High School	38	62
Secondary Complete	17	84
Post Secondary	3	97
Overall	21	79

TABLE: 9

QUESTION: In what type of industry do you work?

	Agriculture %	Business Services %	Communications %	Construction %	Educational Services %	Fishing %	Finance/ Insurance %
Gender							
Male	1	5	2	15	5	6	5
Female	0	7	1	0	14	10	4
Income							
$18,000 or Less per Year	0	10	0	5	6	13	0
$18,001 to $36,000	0	7	0	11	7	8	2
$36,001 or More per Year	1	5	5	7	16	5	9
Age							
15 - 24	0	5	3	5	5	5	8
25 - 34	1	9	2	7	5	9	6
35 - 44	0	7	2	8	14	5	4
45 - 54	0	0	0	9	15	14	2
Education							
Less than High School	1	5	0	10	2	17	0
Secondary Complete	0	8	1	8	6	5	6
Post Secondary	0	5	5	4	26	1	9
Overall	0	6	2	8	10	8	4

CRA

TABLE: 9

QUESTION: In what type of industry do you work?

	Forestry %	Government Services %	Health & Social Services %	Hospitality %	Manufacturing %	Mining %	Peat Moss %
Gender							
Male	3	14	6	3	6	2	7
Female	1	9	19	12	2	0	1
Income							
$18,000 or Less per Year	2	6	11	14	2	0	3
$18,001 to $36,000	1	9	11	8	8	1	2
$36,001 or More per Year	2	17	16	2	2	2	5
Age							
15 - 24	0	5	13	3	5	0	3
25 - 34	2	11	12	8	6	0	4
35 - 44	1	11	15	9	4	2	4
45 - 54	3	19	9	7	2	2	3
Education							
Less than High School	3	8	8	11	5	2	3
Secondary Complete	1	12	11	9	5	0	4
Post Secondary	1	16	19	0	3	1	4
Overall	2	11	13	8	4	1	4

TABLE: 9

QUESTION: In what type of industry do you work?

	Real Estate %	Transportation %	Wholesale Trade %	Skilled Trade %	Other Services %	Other %
Gender						
Male	6	1	2	8	1	2
Female	8	3	1	1	8	1
Income						
$18,000 or Less per Year	6	8	0	3	8	3
$18,001 to $36,000	9	1	2	7	4	1
$36,001 or More per Year	3	0	1	2	4	0
Age						
15 - 24	15	8	3	3	15	0
25 - 34	9	1	2	4	2	3
35 - 44	5	2	1	3	5	1
45 - 54	2	3	0	9	3	0
Education						
Less than High School	5	3	1	6	8	3
Secondary Complete	11	2	2	6	5	1
Post Secondary	2	1	1	0	0	0
Overall	7	2	1	4	5	1

TABLE: 10

QUESTION: Overall, how satisfied are you with your present job?

	Very Satisfied %	Somewhat Satisfied %	Neither %	Somewhat Dissatisfied %	Very Dissatisfied %
Gender					
Male	68	26	1	3	2
Female	72	26	0	1	1
Income					
$18,000 or Less Per Year	70	29	0	0	2
$18,001 to $36,000	66	28	1	4	2
$36,001 or More per Year	74	22	1	2	2
Age					
15 - 24	69	26	0	2	2
25 - 34	73	22	2	3	1
35 - 44	69	28	0	1	2
45 - 54	68	29	0	2	2
Education					
Less than High School	64	30	1	2	2
Secondary Complete	66	30	1	2	2
Post Secondary	84	13	0	2	1
Overall	70	26	1	2	2

CRA

TABLE: 11A

QUESTION: And how satisfied are you with each of the following factors related to your present job? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the pay?

	Very Satisfied %	Somewhat Satisfied %	Neither %	Somewhat Dissatisfied %	Very Dissatisfied %
Gender					
Male	57	35	1	5	2
Female	51	36	1	8	4
Income					
$18,000 or Less Per Year	43	43	2	10	3
$18,001 to $36,000	53	36	1	6	4
$36,001 or More per Year	60	33	0	5	2
Age					
15 - 24	52	38	0	7	2
25 - 34	57	32	1	8	2
35 - 44	54	37	1	5	4
45 - 54	51	39	0	7	3
Education					
Less than High School	46	37	1	12	4
Secondary Complete	56	37	1	4	3
Post Secondary	64	33	0	2	1
Overall	54	36	1	6	3

TABLE: 11B

QUESTION: And how satisfied are you with each of the following factors related to your present job? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the training opportunities?

	Very Satisfied %	Somewhat Satisfied %	Neither %	Somewhat Dissatisfied %	Very Dissatisfied %
Gender					
Male	38	38	8	11	5
Female	30	40	9	11	11
Income					
$18,000 or Less Per Year	20	44	7	19	10
$18,001 to $36,000	27	40	8	14	12
$36,001 or More per Year	48	32	10	7	4
Age					
15 - 24	29	47	11	5	8
25 - 34	35	39	8	11	7
35 - 44	30	40	9	12	9
45 - 54	41	31	5	12	10
Education					
Less than High School	24	39	10	14	13
Secondary Complete	36	36	9	11	8
Post Secondary	45	41	6	6	2
Overall	34	39	8	11	8

CRA

TABLE: 11C

QUESTION: And how satisfied are you with each of the following factors related to your present job? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the job security?

	Very Satisfied %	Somewhat Satisfied %	Neither %	Somewhat Dissatisfied %	Very Dissatisfied %
Gender					
Male	50	26	4	9	9
Female	52	27	3	10	9
Income					
$18,000 or Less Per Year	39	30	5	14	12
$18,001 to $36,000	50	27	3	7	13
$36,001 or More per Year	60	23	4	10	3
Age					
15 - 24	44	42	6	6	3
25 - 34	46	31	3	12	9
35 - 44	53	24	3	9	11
45 - 54	62	16	3	9	10
Education					
Less than High School	41	27	5	15	12
Secondary Complete	50	30	4	7	9
Post Secondary	67	21	1	6	5
Overall	51	27	4	10	9

TABLE: 12

QUESTION: How long have you worked for your present employer (for yourself)?

	< 6 Months %	At Least 1 Year, but < 2 Years %	At Least 2 Years, but < 3 Years %	At Least 3 Years, but < 4 Years %	At Least 4 Years, but < 5 Years %	5 Years or > %
Gender						
Male	1	8	13	9	9	60
Female	1	14	18	11	6	50
Income						
$18,000 or Less Per Year	3	11	19	10	4	53
$18,001 to $36,000	1	12	14	15	8	50
$36,001 or More per Year	1	6	17	5	9	62
Age						
15 - 24	4	17	26	15	11	27
25 - 34	1	12	17	15	11	44
35 - 44	0	10	15	8	5	62
45 - 54	1	7	11	1	4	76
Education						
Less than High School	1	13	14	7	5	60
Secondary Complete	1	13	16	14	9	47
Post Secondary	1	5	19	8	11	56
Overall	1	11	16	10	8	54

TABLE: 13

QUESTION: How many years have you lived, without interruption, in the Acadian Peninsula?

	1-20 Years %	21-40 Years %	41 or More Years %
Gender			
Male	22	61	17
Female	24	61	15
Income			
$18,000 or Less Per Year	26	64	11
$18,001 to $36,000	22	61	17
$36,001 or More per Year	23	60	18
Age			
15 - 24	47	53	0
25 - 34	16	84	0
35 - 44	22	63	16
45 - 54	26	23	51
Education			
Less than High School	20	56	23
Secondary Complete	24	66	10
Post Secondary	23	64	13
Overall	23	61	16

TABLE: 14

QUESTION: In the past five years, have you moved from one community to another for work reasons?

	Yes %	No %
Gender		
Male	14	86
Female	9	91
Income		
$18,000 or Less Per Year	8	92
$18,001 to $36,000	13	87
$36,001 or More per Year	11	89
Age		
15 - 24	19	81
25 - 34	18	82
35 - 44	7	94
45 - 54	5	95
Education		
Less than High School	9	92
Secondary Complete	10	90
Post Secondary	18	82
Overall	11	89

TABLE: 15

QUESTION: How interested would you be in moving to another area of New Brunswick outside the Acadian Peninsula for a better job opportunity?

	Very Interested %	Somewhat Interested %	Not Very Interested %	Not at All Interested %
Gender				
Male	19	18	17	47
Female	11	14	12	64
Income				
$18,000 or Less Per Year	19	14	11	57
$18,001 to $36,000	18	12	12	58
$36,001 or More per Year	10	24	18	48
Age				
15 - 24	17	23	19	42
25 - 34	20	17	14	48
35 - 44	10	14	14	62
45 - 54	11	13	12	63
Education				
Less than High School	13	11	13	63
Secondary Complete	14	14	15	57
Post Secondary	16	27	17	41
Overall	15	16	14	55

TABLE: 16

QUESTION: Can you tell me why you would not be interested in moving outside the Acadian Peninsula for a better job?

	Family %	Happy Here %	Like People %	Quality of Life %	Earn Living %	Other %
Gender						
Male	22	59	5	11	31	8
Female	34	54	8	12	25	7
Income						
$18,000 or Less Per Year	23	64	9	9	30	2
$18,001 to $36,000	32	58	6	10	22	11
$36,001 or More per Year	29	55	7	11	33	6
Age						
15 - 24	36	48	12	16	26	0
25 - 34	28	61	11	10	26	5
35 - 44	29	56	3	16	28	8
45 - 54	26	54	5	2	30	14
Education						
Less than High School	28	53	5	15	27	10
Secondary Complete	31	64	6	7	29	7
Post Secondary	30	50	13	11	24	6
Overall	29	56	6	11	27	8

TABLE: 17

QUESTION: Would you say you are very optimistic, somewhat optimistic, not very optimistic, or not at all optimistic regarding your job prospects in the region?

	Very Optimistic %	Somewhat Optimistic %	Not Very Optimistic %	Not at All Optimistic %	No Opinion %
Gender					
Male	16	28	28	28	1
Female	11	37	25	26	1
Income					
$18,000 or Less per Year	12	36	27	25	0
$18,001 to $36,000	14	30	30	24	1
$36,001 or More per Year	15	24	24	35	3
Age					
15 - 24	16	31	16	38	0
25 - 34	10	34	32	24	1
35 - 44	19	30	23	27	1
45 - 54	12	30	33	26	0
Education					
Less than High School	13	31	26	30	1
Secondary Complete	13	32	29	25	2
Post Secondary	13	44	26	17	0
Overall	14	32	27	27	1

TABLE: 18

QUESTION: How long, in months, have you been actively looking for work?

	0-6 Months %	7-12 Months %	> 12 Months %
Gender			
Male	81	9	10
Female	74	18	8
Income			
$18,000 or Less per Year	67	16	17
$18,001 to $36,000	87	10	3
$36,001 or More per Year	86	11	3
Age			
15 - 24	68	23	9
25 - 34	83	8	10
35 - 44	78	14	7
45 - 54	78	10	12
Education			
Less than High School	79	12	9
Secondary Complete	75	15	9
Post Secondary	83	13	4
Overall	78	13	9

TABLE: 19

QUESTION: What do you feel is the main reason you are having difficulty finding a job?

	No Jobs Available %	Lack of Education %	Lack of Work Experience %	Lack of Job Skills %	Unwilling to Travel %
Gender					
Male	78	5	3	1	0
Female	64	20	3	2	1
Income					
$18,000 or Less per Year	70	14	3	2	1
$18,001 to $36,000	68	12	3	1	0
$36,001 or More per Year	71	14	6	3	0
Age					
15 - 24	92	2	2	0	0
25 - 34	74	12	3	2	0
35 - 44	61	15	5	1	0
45 - 54	67	12	2	2	2
Education					
Less than High School	71	15	2	2	0
Secondary Complete	77	6	3	0	0
Post Secondary	64	0	14	5	0
Overall	72	11	3	1	0

TABLE: 19

QUESTION: What do you feel is the main reason you are having difficulty finding a job?

	No Training Programs Available %	Don't Know %	Other %
Gender			
Male	4	1	7
Female	1	1	9
Income			
$18,000 or Less per Year	3	0	7
$18,001 to $36,000	3	3	11
$36,001 or More per Year	6	0	0
Age			
15 - 24	2	0	2
25 - 34	3	1	5
35 - 44	2	2	13
45 - 54	2	0	12
Education			
Less than High School	2	1	7
Secondary Complete	3	0	11
Post Secondary	5	5	9
Overall	3	1	8

TABLE: 19B

QUESTION: Are there any other reasons why you are having difficulty finding a job?

	No Jobs Available %	Lack of Education %	Lack of Work Experience %	Lack of Job Skills %	Unwilling to Travel %
Gender					
Male	14	25	4	4	0
Female	27	21	11	5	2
Income					
$18,000 or Less per Year	22	22	6	8	0
$18,001 to $36,000	25	23	6	4	0
$36,001 or More per Year	11	28	11	0	0
Age					
15 - 24	0	58	8	17	0
25 - 34	20	22	7	0	0
35 - 44	18	21	9	6	3
45 - 54	38	10	5	5	0
Education					
Less than High School	24	28	3	6	0
Secondary Complete	16	19	13	0	0
Post Secondary	9	9	18	9	9
Overall	21	23	7	4	1

TABLE: 19B

QUESTION: Are there any other reasons why you are having difficulty finding a job?

	Unwilling to Relocate %	No Training Programs Available %	Don't Know %	Other %
Gender				
Male	2	4	7	46
Female	0	0	9	36
Income				
$18,000 or Less per Year	0	3	8	39
$18,001 to $36,000	2	2	6	38
$36,001 or More per Year	0	0	6	50
Age				
15 - 24	0	0	0	33
25 - 34	2	2	2	49
35 - 44	0	3	18	35
45 - 54	0	0	10	38
Education				
Less than High School	0	3	9	37
Secondary Complete	3	0	3	52
Post Secondary	0	0	18	36
Overall	1	2	8	41

TABLE: 20

QUESTION: When was the last time you worked regularly, either full-time or part-time?

	Within the Past 6 Months %	Between 7 and 12 Months Ago %	More Than A Year Ago %	Never %
Gender				
Male	74	11	13	2
Female	75	10	14	2
Income				
$18,000 or Less per Year	60	12	26	2
$18,001 to $36,000	84	10	5	2
$36,001 or More per Year	87	8	5	0
Age				
15 - 24	64	17	11	9
25 - 34	81	8	10	1
35 - 44	75	8	17	0
45 - 54	66	14	18	2
Education				
Less than High School	74	12	11	3
Secondary Complete	76	9	15	0
Post Secondary	75	4	21	0
Overall	74	10	14	2

TABLE: 21A

QUESTION: How far in miles would you be prepared to travel each day from your home in order to work?

	Less Than 10 Miles %	10-24 Miles %	25-49 Miles %	50 or More Miles %
Gender				
Male	8	33	28	31
Female	26	53	16	5
Income				
$18,000 or Less per Year	19	44	20	16
$18,001 to $36,000	13	38	25	24
$36,001 or More per Year	13	37	27	23
Age				
15 - 24	21	47	14	19
25 - 34	10	44	29	17
35 - 44	16	39	18	26
45 - 54	24	33	26	17
Education				
Less than High School	16	40	23	20
Secondary Complete	15	49	19	17
Post Secondary	6	38	31	25
Overall	16	41	23	20

TABLE: 21B

QUESTION: How far in kilometres would you be prepared to travel each day from your home in order to work?

	Less Than 12 Kilometres %	12-40 Kilometres %	41-70 Kilometres %	71 Kilometres or More %
Gender				
Male	9	27	45	18
Female	57	29	14	0
Income				
$18,000 or Less per Year	25	50	25	0
$18,001 to $36,000	33	50	17	0
$36,001 or More per Year	0	17	50	33
Age				
15 - 24	50	0	50	0
25 - 34	0	50	50	0
35 - 44	43	14	14	29
45 - 54	0	100	0	0
Education				
Less than High School	29	43	29	0
Secondary Complete	0	67	33	0
Post Secondary	29	14	43	14
Overall	28	28	33	11

TABLE: 22

QUESTION: How interested would you be in moving to another area of New Brunswick outside the Acadian Peninsula to get a job?

	Very Interested %	Somewhat Interested %	Not Very Interested %	Not at All Interested %
Gender				
Male	24	17	13	46
Female	20	11	8	62
Income				
$18,000 or Less per Year	26	15	10	49
$18,001 to $36,000	22	15	10	53
$36,001 or More per Year	20	11	20	49
Age				
15 - 24	32	21	11	36
25 - 34	25	13	10	52
35 - 44	18	18	8	57
45 - 54	14	5	18	64
Education				
Less than High School	23	15	8	55
Secondary Complete	22	9	20	48
Post Secondary	25	25	8	42
Overall	22	14	11	52

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TABLE: 23

QUESTION: Under what conditions would you be willing to move outside the Acadian Peninsula in order to get a job?

	Nothing %	Full-time Work %	Good Salary %	Accommodations/ Living Salary %	Work for Spouse %
Gender					
Male	23	35	47	0	1
Female	43	23	32	3	4
Income					
$18,000 or Less per Year	27	34	41	0	1
$18,001 to $36,000	32	29	41	2	3
$36,001 or More per Year	41	29	41	3	6
Age					
15 - 24	20	43	40	0	0
25 - 34	28	28	54	1	2
35 - 44	35	30	32	1	3
45 - 54	44	22	22	2	5
Education					
Less than High School	30	27	41	2	2
Secondary Complete	31	36	41	0	5
Post Secondary	33	43	38	0	0
Overall	31	30	40	1	2

TABLE: 23

QUESTION: Under what conditions would you be willing to move outside the Acadian Peninsula in order to get a job?

	Family Reasons %	No Work in Acadian Peninsula %	Don't Know %	Other %
Gender				
Male	3	1	5	11
Female	0	4	3	10
Income				
$18,000 or Less per Year	1	4	4	10
$18,001 to $36,000	2	2	3	11
$36,001 or More per Year	6	0	0	6
Age				
15 - 24	3	5	5	5
25 - 34	2	1	3	11
35 - 44	0	1	4	15
45 - 54	5	2	5	5
Education				
Less than High School	2	2	5	10
Secondary Complete	2	2	2	8
Post Secondary	5	0	0	19
Overall	2	2	4	10

TABLE: 24

QUESTION: In total, how many years of work experience do you have?

	0-10 Years %	11-20 Years %	21 or More Years %
Gender			
Male	29	40	32
Female	43	40	17
Income			
$18,000 or Less per Year	43	33	25
$18,001 to $36,000	29	45	26
$36,001 or More Per Year	28	44	28
Age			
15 - 24	98	2	0
25 - 34	46	54	0
35 - 44	14	50	36
45 - 54	17	21	61
Education			
Less than High School	31	39	31
Secondary Complete	38	47	15
Post Secondary	49	34	17
Overall	36	40	25

TABLE: 25

QUESTION: How many different employers have you worked for in the past five years?

	1 %	2 %	3 %	4 %	5 %	6 %
Gender						
Male	35	20	15	8	3	2
Female	31	28	12	5	2	1
Income						
$18,000 or Less per Year	26	22	15	6	3	1
$18,001 to $36,000	35	26	14	6	2	2
$36,001 or More Per Year	44	22	9	8	2	0
Age						
15 - 24	17	21	19	20	8	1
25 - 34	27	30	17	6	4	2
35 - 44	40	24	12	4	1	2
45 - 54	40	16	7	2	1	0
Education						
Less than High School	32	22	14	5	3	2
Secondary Complete	32	30	14	6	3	1
Post Secondary	40	19	14	12	2	1
Overall	33	24	13	6	3	1

TABLE: 25

QUESTION: How many different employers have you worked for in the past five years?

	7 %	8 %	10 %	15 %	16 %	20 %
Gender						
Male	1	1	1	0	0	0
Female	0	0	0	0	0	0
Income						
$18,000 or Less per Year	0	0	0	1	0	0
$18,001 to $36,000	1	1	1	0	0	0
$36,001 or More Per Year	1	0	1	0	0	0
Age						
15 - 24	0	0	0	0	0	0
25 - 34	2	1	1	0	0	0
35 - 44	1	0	1	0	0	0
45 - 54	1	1	0	0	0	0
Education						
Less than High School	1	1	0	0	0	0
Secondary Complete	0	0	0	0	0	0
Post Secondary	1	1	1	1	0	0
Overall	1	1	0	0	0	0

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TABLE: 25

QUESTION: How many different employers have you worked for in the past five years?

	30 %	Self-Employed %	None %	Never Worked %
Gender				
Male	0	4	8	2
Female	0	2	14	5
Income				
$18,000 or Less per Year	0	3	16	7
$18,001 to $36,000	0	3	8	2
$36,001 or More Per Year	0	3	8	0
Age				
15 - 24	0	1	7	6
25 - 34	0	3	7	2
35 - 44	0	2	12	2
45 - 54	0	6	21	7
Education				
Less than High School	0	3	12	6
Secondary Complete	0	3	11	0
Post Secondary	0	3	7	1
Overall	0	3	11	3

TABLE: 26A (Most Recent/Current Job)

QUESTION: I would like to ask about the last three jobs you have held. Beginning with your current or most recent job, what type of work did you do in each job?

	Managerial/ Administrative %	Natural Sciences/ Engineering/ Math %	Social Sciences %	Teaching & Related %	Medicine/ Health %	Artistic/ Literary/ Arts %
Gender						
Male	5	2	0	2	2	1
Female	6	0	0	5	7	1
Income						
$18,000 or Less per Year	3	0	1	1	3	1
$18,001 to $36,000	5	1	0	1	3	0
$36,001 or More Per Year	9	2	1	10	8	3
Age						
15 - 24	1	1	0	2	4	0
25 - 34	6	2	1	2	5	1
35 - 44	6	1	0	4	4	2
45 - 54	6	0	0	5	4	0
Education						
Less than High School	4	0	0	0	2	1
Secondary Complete	7	2	0	1	5	1
Post Secondary	9	5	2	17	9	2
Overall	5	1	0	3	4	1

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TABLE: 26A (Most Recent/Current Job)

QUESTION: I would like to ask about the last three jobs you have held. Beginning with your current or most recent job, what type of work did you do in each job?

	Sport/ Recreation %	Clerical/ Related %	Sales %	Service %	Farming/ Horticultural Animal %	Fishing/ Trapping/ Related %
Gender						
Male	0	3	3	9	1	14
Female	0	17	3	21	1	20
Income						
$18,000 or Less per Year	0	7	3	24	1	21
$18,001 to $36,000	0	10	4	12	1	17
$36,001 or More Per Year	1	13	3	9	1	11
Age						
15 - 24	2	17	6	19	2	15
25 - 34	0	7	4	13	0	17
35 - 44	0	11	2	15	1	14
45 - 54	0	8	3	14	0	20
Education						
Less than High School	0	5	3	18	1	25
Secondary Complete	0	11	5	15	1	10
Post Secondary	0	24	4	4	1	2
Overall	0	10	3	15	1	17

TABLE: 26A (Most Recent/Current Job)

QUESTION: I would like to ask about the last three jobs you have held. Beginning with your current or most recent job, what type of work did you do in each job?

	Forestry/ Logging %	Mining/ Quarrying %	Processing %	Machining/ Related %	Product Fabricating/ Assembling %	Construction %
Gender						
Male	3	0	2	0	3	35
Female	0	0	1	0	1	7
Income						
$18,000 or Less per Year	3	0	1	1	2	22
$18,001 to $36,000	2	0	1	0	3	27
$36,001 or More Per Year	1	1	1	0	1	15
Age						
15 - 24	3	0	4	0	3	12
25 - 34	3	0	1	0	3	22
35 - 44	1	1	1	0	2	25
45 - 54	0	0	1	1	1	23
Education						
Less than High School	2	0	1	0	2	27
Secondary Complete	2	0	2	0	3	21
Post Secondary	1	0	1	0	2	6
Overall	2	0	1	0	2	22

TABLE: 26A (Most Recent/Current Job)

QUESTION: I would like to ask about the last three jobs you have held. Beginning with your current or most recent job, what type of work did you do in each job?

	Transport Equipment Operating %	Other Crafts Equipment Operating %	Only Store/ Company Names %	Occupations Not Elsewhere Classified %
Gender				
Male	4	0	3	5
Female	1	1	3	6
Income				
$18,000 or Less per Year	2	1	2	4
$18,001 to $36,000	3	1	3	5
$36,001 or More Per Year	1	1	4	6
Age				
15 - 24	3	0	3	5
25 - 34	2	1	4	6
35 - 44	2	1	2	4
45 - 54	5	1	3	6
Education				
Less than High School	3	1	2	3
Secondary Complete	2	0	3	7
Post Secondary	1	0	5	8
Overall	3	1	3	5

TABLE: 26AA-1

QUESTION: And how long were you employed in your most recent/current job?

	Less than 6 months %	At least 1 year, but < 2 years %	At least 2 years, but < 3 years %	At least 3 years, but < 4 years %	At least 4 years, but < 5 years %	5 Years or more %
Gender						
Male	35	12	9	5	5	35
Female	36	16	9	4	6	29
Income						
$18,000 or Less per Year	45	16	8	4	3	24
$18,001 to $36,000	33	13	7	7	6	35
$36,001 or More Per Year	23	13	14	2	7	42
Age						
15 - 24	63	20	10	3	3	2
25 - 34	39	13	11	6	7	25
35 - 44	27	15	7	5	4	41
45 - 54	26	9	8	1	5	51
Education						
Less than High School	42	11	6	3	4	34
Secondary Complete	31	16	10	8	7	28
Post Secondary	20	20	17	2	6	36
Overall	35	14	9	5	5	32

TABLE: 26AA-2

QUESTION: Is this most recent/current job permanent or seasonal?

	Seasonal %	Permanent %
Gender		
Male	47	53
Female	44	56
Income		
$18,000 or Less per Year	53	47
$18,001 to $36,000	52	48
$36,001 or More Per Year	25	75
Age		
15 - 24	44	56
25 - 34	44	56
35 - 44	46	54
45 - 54	49	51
Education		
Less than High School	62	38
Secondary Complete	34	66
Post Secondary	12	88
Overall	45	55

TABLE: 26AA-3

QUESTION: Is this most recent/current job located within the Peninsula, elsewhere in New Brunswick, or outside the province?

	Inside Acadian Peninsula %	Elsewhere in New Brunswick %	Outside New Brunswick %
Gender			
Male	84	11	6
Female	97	2	2
Income			
$18,000 or Less per Year	94	4	2
$18,001 to $36,000	89	8	3
$36,001 or More Per Year	88	8	4
Age			
15 - 24	93	2	5
25 - 34	87	7	6
35 - 44	90	8	3
45 - 54	94	5	1
Education			
Less than High School	89	6	5
Secondary Complete	91	7	2
Post Secondary	90	6	4
Overall	90	6	4

TABLE: 26B (Second Most Recent Job)

QUESTION: What type of work did you do in your second most recent job?

	Managerial/ Administrative %	Natural Sciences/ Engineering/ Math %	Social Sciences %	Teaching & Related %	Medicine/ Health %	Artistic/ Literary/ Arts %
Gender						
Male	5	2	1	1	2	1
Female	3	0	0	4	3	0
Income						
$18,000 or Less per Year	2	0	0	0	1	0
$18,001 to $36,000	7	1	0	2	1	0
$36,001 or More per Year	4	3	2	6	6	2
Age						
15 - 24	5	0	0	1	0	1
25 - 34	5	2	1	1	3	1
35 - 44	3	1	1	4	3	1
45 - 54	6	0	0	2	0	0
Education						
Less than High School	3	0	0	0	1	0
Secondary Complete	5	1	0	2	1	0
Post Secondary	10	4	3	10	8	2
Overall	4	1	1	2	2	1

TABLE: 28B (Second Most Recent Job)

QUESTION: What type of work did you do in your second most recent job?

	Clerical/ Related %	Sales %	Service %	Farming/ Horticultural/ Animal %	Fishing/ Trapping/ Related %
Gender					
Male	4	3	9	1	11
Female	10	5	23	1	24
Income					
$18,000 or Less per Year	11	3	21	0	22
$18,001 to $36,000	10	3	14	2	17
$36,001 or More per Year	15	8	12	0	11
Age					
15 - 24	17	6	22	1	11
25 - 34	8	6	16	2	18
35 - 44	12	3	11	1	18
45 - 54	8	1	20	0	19
Education					
Less than High School	6	2	16	1	26
Secondary Complete	17	5	19	1	14
Post Secondary	20	10	9	2	5
Overall	11	4	16	1	17

TABLE: 28B (Second Most Recent Job)

QUESTION: What type of work did you do in your second most recent job?

	Forestry/ Logging %	Mining/ Quarrying %	Processing %	Product Fabricating/ Assembling %	Construction %
Gender					
Male	4	1	2	2	40
Female	0	0	1	2	6
Income					
$18,000 or Less per Year	2	0	1	3	24
$18,001 to $36,000	3	0	1	2	27
$36,001 or More per Year	2	1	1	2	22
Age					
15 - 24	4	0	4	0	14
25 - 34	2	0	1	2	22
35 - 44	1	1	2	2	31
45 - 54	4	1	2	4	25
Education					
Less than High School	4	1	3	2	30
Secondary Complete	1	1	1	3	22
Post Secondary	0	0	0	0	11
Overall	2	0	2	2	24

TABLE: 26B (Second Most Recent Job)

QUESTION: What type of work did you do in your second most recent job?

	Transport Equipment Operating %	Other Crafts Equipment Operating %	Only Store/ Company Names %	Occupations Not Elsewhere Classified %
Gender				
Male	3	1	1	5
Female	0	2	3	4
Income				
$18,000 or Less per Year	2	3	1	4
$18,001 to $36,000	2	2	1	5
$36,001 or More per Year	2	1	2	2
Age				
15 - 24	0	4	2	9
25 - 34	2	1	3	5
35 - 44	1	1	1	3
45 - 54	4	0	1	4
Education				
Less than High School	3	3	1	4
Secondary Complete	2	1	2	5
Post Secondary	0	0	2	10
Overall	2	2	2	5

CRA

TABLE: 26BB-1

QUESTION: And how long were you employed in your second most recent job?

	Less than 6 months %	At least 1 year, but < 2 years %	At least 2 years, but < 3 years %	At least 3 years, but < 4 years %	At least 4 years, but < 5 years %	5 Years or more %
Gender						
Male	36	19	9	4	7	27
Female	40	18	7	8	4	23
Income						
$18,000 or Less per Year	43	17	9	5	5	21
$18,001 to $36,000	34	18	7	6	5	30
$36,001 or More per Year	28	25	8	6	9	25
Age						
15 - 24	63	19	7	4	6	2
25 - 34	42	14	9	8	4	22
35 - 44	28	24	6	4	7	32
45 - 54	25	16	10	4	4	41
Education						
Less than High School	43	16	6	6	4	25
Secondary Complete	32	20	9	6	8	25
Post Secondary	29	20	10	7	8	27
Overall	38	18	8	6	6	25

TABLE: 26BB-2

QUESTION: was your second most recent job permanent or seasonal?

	Seasonal %	Permanent %
Gender		
Male	50	50
Female	50	50
Income		
$18,000 or Less per Year	56	44
$18,001 to $36,000	51	49
$36,001 or More per Year	40	60
Age		
15 - 24	52	48
25 - 34	50	50
35 - 44	48	52
45 - 54	54	46
Education		
Less than High School	61	39
Secondary Complete	49	51
Post Secondary	19	81
Overall	50	50

CRA

TABLE: 2688-3

QUESTION: Was your second most recent job located within the Peninsula, elsewhere in New Brunswick, or outside the province?

	Inside Acadian Peninsula %	Elsewhere in New Brunswick %	Outside New Brunswick %
Gender			
Male	72	16	12
Female	92	4	4
Income			
$18,000 or Less per Year	84	7	9
$18,001 to $36,000	81	11	8
$36,001 or More per Year	80	14	7
Age			
15 - 24	88	5	7
25 - 34	83	9	7
35 - 44	77	15	8
45 - 54	75	9	15
Education			
Less than High School	77	12	12
Secondary Complete	89	7	3
Post Secondary	79	15	7
Overall	81	11	9

TABLE: 26C (Third Most Recent Job)

QUESTION: What type of work did you do in your third most recent job?

	Managerial/ Administrative %	Natural Sciences/ Engineering/ Math %	Social Sciences %	Teaching & Related %	Medicine/ Health %	Artistic/ Literary/ Arts %
Gender						
Male	1	3	0	2	2	0
Female	3	0	0	1	3	1
Income						
$18,000 or Less per Year	2	1	0	0	2	0
$18,001 to $36,000	2	3	0	2	1	1
$36,001 or More per Year	2	2	1	4	7	0
Age						
15 - 24	0	0	0	0	0	2
25 - 34	1	2	0	2	4	0
35 - 44	1	2	1	2	2	0
45 - 54	8	2	0	2	0	0
Education						
Less than High School	2	2	0	0	1	0
Secondary Complete	2	2	0	1	5	0
Post Secondary	2	2	2	9	5	2
Overall	2	2	0	2	2	0

TABLE: 26C (Third Most Recent Job)

QUESTION: What type of work did you do in your third most recent job?

	Sports/ Recreation %	Clerical/ Related %	Sales %	Service %	Farming/ Horticultural Animal %	Fishing/ Trapping/ Related %
Gender						
Male	0	5	4	6	0	12
Female	1	18	1	29	1	23
Income						
$18,000 or Less per Year	0	5	3	18	0	28
$18,001 to $36,000	0	10	3	12	1	16
$36,001 or More per Year	2	16	2	8	0	7
Age						
15 - 24	2	19	2	22	0	13
25 - 34	0	6	3	17	1	16
35 - 44	2	12	3	8	0	16
45 - 54	0	4	2	19	0	23
Education						
Less than High School	0	4	2	15	0	22
Secondary Complete	0	11	4	18	2	15
Post Secondary	5	26	5	9	0	3
Overall	1	10	3	15	1	16

TABLE: 26C (Third Most Recent Job)

QUESTION: What type of work did you do in your third most recent job?

	Forestry/ Logging %	Mining/ Quarrying %	Processing %	Product Fabricating/ Assembling %	Construction %
Gender					
Male	5	1	1	3	42
Female	0	0	0	1	4
Income					
$18,000 or Less per Year	3	1	1	2	22
$18,001 to $36,000	4	1	0	4	30
$36,001 or More per Year	1	0	0	1	28
Age					
15 - 24	2	0	4	2	19
25 - 34	5	1	0	2	25
35 - 44	2	1	1	4	34
45 - 54	4	0	0	0	27
Education					
Less than High School	5	0	2	2	33
Secondary Complete	3	2	0	2	24
Post Secondary	0	0	0	0	17
Overall	3	1	1	2	28

TABLE: 26C (Third Most Recent Job)

QUESTION: What type of work did you do in your third most recent job?

	Transport Equipment Operating %	Other Crafts Equipment Operating %	Only Store/ Company Names %	Occupations Not Elsewhere Classified %
Gender				
Male	4	1	1	6
Female	1	1	3	8
Income				
$18,000 or Less per Year	3	0	2	5
$18,001 to $36,000	4	2	2	4
$36,001 or More per Year	4	1	1	12
Age				
15 - 24	4	0	2	9
25 - 34	4	1	3	7
35 - 44	2	2	1	5
45 - 54	4	0	2	4
Education				
Less than High School	3	2	2	6
Secondary Complete	3	0	2	7
Post Secondary	5	0	0	9
Overall	3	1	2	6

TABLE: 26CC-1

QUESTION: And how long were you employed in your third most recent job?

	Less than 6 months %	At least 1 year, but < 2 years %	At least 2 years, but < 3 years %	At least 3 years, but < 4 years %	At least 4 years, but < 5 years %	5 Years or more %
Gender						
Male	48	17	9	6	4	17
Female	46	13	11	7	7	16
Income						
$18,000 or Less per Year	49	13	10	2	5	21
$18,001 to $36,000	43	18	8	9	7	16
$36,001 or More per Year	45	16	12	6	5	17
Age						
15 - 24	80	10	3	3	3	0
25 - 34	53	19	10	3	6	8
35 - 44	35	16	11	9	5	25
45 - 54	29	14	9	9	5	34
Education						
Less than High School	47	15	7	6	4	20
Secondary Complete	49	13	11	5	6	16
Post Secondary	40	21	16	8	8	7
Overall	47	16	9	6	5	16

TABLE: 26CC-2

QUESTION: Was your third most recent job permanent or seasonal?

	Seasonal %	Permanent %
Gender		
Male	53	48
Female	51	49
Income		
$18,000 or Less per Year	58	42
$18,001 to $36,000	54	46
$36,001 or More per Year	38	62
Age		
15 - 24	59	41
25 - 34	52	48
35 - 44	48	52
45 - 54	53	47
Education		
Less than High School	63	37
Secondary Complete	50	50
Post Secondary	22	78
Overall	52	48

CRA

TABLE: 2ACE-3

QUESTION: Was your second most recent job located within the Peninsula, elsewhere in New Brunswick, or outside the province?

	Inside Acadian Peninsula %	Elsewhere in New Brunswick %	Outside New Brunswick %
Gender			
Male	68	14	18
Female	88	4	8
Income			
$18,000 or Less per Year	80	7	13
$18,001 to $36,000	75	12	13
$36,001 or More per Year	71	11	18
Age			
15 - 24	80	7	14
25 - 34	81	7	12
35 - 44	72	14	14
45 - 54	68	12	19
Education			
Less than High School	74	10	17
Secondary Complete	82	9	9
Post Secondary	71	14	14
Overall	76	10	14

TABLE: 27

QUESTION: In your opinion, what factors are most important in order to be hired for a job?

	Training/ Education %	Work Experience Skills %	Personal Characteristics %	Knowing Someone %	Timing/ Luck %	Other %
Gender						
Male	58	50	15	10	5	18
Female	59	43	19	10	3	19
Income						
$18,000 or Less per Year	61	39	14	10	6	16
$18,001 to $36,000	57	48	15	11	2	19
$36,001 or More per Year	66	47	26	9	4	19
Age						
15 - 24	65	40	19	11	5	17
25 - 34	54	50	16	11	5	15
35 - 44	57	45	18	11	4	18
45 - 54	63	45	16	7	2	25
Education						
Less than High School	56	48	15	10	5	18
Secondary Complete	58	45	18	11	4	17
Post Secondary	69	43	22	9	1	20
Overall	58	46	17	10	4	18

TABLE: 28

QUESTION: What, if any, special training or work skills do you have?

	Domestic %	Trade %	Crafts %	Clerical %	Managerial %	Educational %
Gender						
Male	1	62	2	1	4	7
Female	10	26	11	15	3	9
Income						
$18,000 or Less per Year	7	41	6	6	2	3
$18,001 to $36,000	5	51	6	7	3	9
$36,001 or More per Year	3	45	9	14	6	16
Age						
15 - 24	3	53	4	11	7	7
25 - 34	4	39	6	7	6	8
35 - 44	5	50	6	9	1	8
45 - 54	0	48	9	6	1	9
Education						
Less than High School	7	47	7	3	1	3
Secondary Complete	2	48	5	16	3	8
Post Secondary	3	28	6	15	13	28
Overall	5	44	6	8	3	8

TABLE: 28

QUESTION: What, if any, special training or work skills do you have?

	Fisheries %	Fashion %	Health Care %	Computer Course %	Professional %	Upgrading %
Gender						
Male	3	0	3	2	5	6
Female	2	9	7	3	5	6
Income						
$18,000 or Less per Year	2	4	5	1	2	6
$18,001 to $36,000	3	5	4	3	3	6
$36,001 or More per Year	3	5	9	6	14	5
Age						
15 - 24	0	2	2	2	2	10
25 - 34	3	4	5	5	5	5
35 - 44	3	4	7	1	6	6
45 - 54	2	6	4	1	6	6
Education						
Less than High School	4	3	3	1	1	5
Secondary Complete	0	6	7	4	2	9
Post Secondary	1	4	9	6	27	1
Overall	2	4	5	3	5	6

TABLE: 28

QUESTION: What, if any, special training or work skills do you have?

	Food Industry %	Selling Fish %	None %	Other %
Gender				
Male	0	0	25	1
Female	1	0	28	2
Income				
$18,000 or Less per Year	0	0	38	2
$18,001 to $36,000	1	0	21	2
$36,001 or More per Year	1	0	9	1
Age				
15 - 24	0	0	37	3
25 - 34	1	0	27	1
35 - 44	0	0	21	2
45 - 54	1	0	29	3
Education				
Less than High School	4	0	37	2
Secondary Complete	0	0	20	1
Post Secondary	1	0	1	1
Overall	0	0	26	2

TABLE: 29

QUESTION: When was the last time you participated in a training program to improve your job skills?

	Within the Past Year %	Between 1 and 2 Years Ago %	Between 3 and 4 Years Ago %	5 or More Years Ago %	Can't Recall %	Never %
Gender						
Male	15	8	5	19	4	50
Female	20	9	4	13	1	52
Income						
$18,000 or Less per Year	12	8	3	13	3	60
$18,001 to $36,000	15	6	6	17	3	54
$36,001 or More per Year	33	13	5	21	0	28
Age						
15 - 24	27	10	6	2	2	53
25 - 34	17	9	5	15	2	52
35 - 44	17	9	5	20	3	46
45 - 54	15	6	2	19	2	57
Education						
Less than High School	10	7	3	13	2	66
Secondary Complete	20	10	6	18	4	43
Post Secondary	40	13	8	22	2	15
Overall	18	9	5	14	2	51

TABLE: 30

QUESTION: In what way(s) did you benefit from the last training program you attended?

	Increased Personal Productivity %	Upgraded Personal Skills %	Increased Job Responsibilities %	Switched to New Job %	No Benefit Identified %	Other %
Gender						
Male	32	32	27	14	7	21
Female	24	43	21	13	9	20
Income						
$18,000 or Less per Year	20	35	12	5	15	22
$18,001 to $36,000	26	34	23	18	9	20
$36,001 or More per Year	36	44	32	5	5	19
Age						
15 - 24	29	37	17	10	10	25
25 - 34	22	33	26	20	7	22
35 - 44	30	40	24	8	8	16
45 - 54	33	44	28	3	10	21
Education						
Less than High School	23	36	18	14	12	23
Secondary Complete	25	32	20	12	8	24
Post Secondary	38	45	35	16	4	15
Overall	28	38	24	14	8	20

LABOUR MARKET STUDY - ACADIAN PENINSULA - HOUSEHOLD SURVEY

TABLE: 31

QUESTION: How likely would you be personally to participate in a training program to upgrade your job skills?

	Very Likely %	Somewhat Likely %	Somewhat Unlikely %	Very Unlikely %
Gender				
Male	37	24	8	31
Female	39	23	9	29
Income				
$18,000 or Less per Year	33	21	7	39
$18,001 to $36,000	39	22	12	26
$36,001 or More per Year	45	27	5	23
Age				
15 - 24	45	22	7	26
25 - 34	44	25	9	23
35 - 44	38	26	8	28
45 - 54	24	18	11	48
Education				
Less than High School	30	23	11	36
Secondary Complete	45	23	8	24
Post Secondary	49	25	3	22
Overall	38	24	9	30

TABLE: 32

QUESTION: What type of skill training program would you be most likely to attend?

	Post Secondary %	Fashion %	Trade %	Medical Course %	Computer Training %	Business Management %
Gender						
Male	18	1	57	3	5	7
Female	21	5	16	16	14	8
Income						
$18,000 or Less per Year	14	4	41	12	7	3
$18,001 to $36,000	18	3	39	9	9	6
$36,001 or More per Year	28	2	25	9	13	14
Age						
15 - 24	21	1	34	13	8	8
25 - 34	21	3	37	10	10	8
35 - 44	19	2	37	8	9	8
45 - 54	17	5	33	12	11	4
Education						
Less than High School	19	4	63	11	5	2
Secondary Complete	13	3	33	9	18	10
Post Secondary	47	1	11	10	8	18
Overall	20	3	36	10	10	7

TABLE: 32

QUESTION: What type of skill training program would you be most likely to attend?

	Domestic %	Upgrading %	Clerical %	Don't Know %	Other %
Gender					
Male	1	11	2	3	1
Female	3	10	13	4	3
Income					
$18,000 or Less per Year	1	14	11	4	4
$18,001 to $36,000	2	10	7	4	1
$36,001 or More per Year	1	9	6	1	2
Age					
15 - 24	3	9	10	3	0
25 - 34	1	10	7	4	3
35 - 44	1	12	8	2	2
45 - 54	3	13	5	7	3
Education					
Less than High School	39	21	5	7	2
Secondary Complete	1	5	14	2	2
Post Secondary	1	9	4	2	2
Overall	2	11	7	4	2

TABLE: 33

QUESTION: Given a choice, would you prefer to attend a training program during the day or during the evening?

	Day-- Full-Time %	Day-- Part-Time %	Evening %	No Preference %	Don't Know/ Not Stated %
Gender					
Male	30	18	38	14	1
Female	26	20	43	10	1
Income					
$18,000 or Less per Year	29	19	35	16	1
$18,001 to $36,000	28	19	40	14	0
$36,001 or More per Year	30	18	45	6	1
Age					
15 - 24	23	24	39	14	1
25 - 34	33	18	38	10	1
35 - 44	28	18	41	12	1
45 - 54	20	17	46	18	0
Education					
Less than High School	25	18	41	15	2
Secondary Complete	33	18	38	10	1
Post Secondary	25	23	43	9	0
Overall	28	19	40	12	1

TABLE: 34

QUESTION: Would you be willing to pay some portion of the cost of such a program to upgrade your job skills?

	Yes	No	
	%	%	%
Gender			
Male	45	19	36
Female	53	13	35
Income			
$18,000 or Less per Year	38	18	44
$18,001 to $36,000	46	17	37
$36,001 or More per Year			
Age			
15 - 24	51	9	41
25 - 34	48	16	37
35 - 44	48	17	35
45 - 54	56	18	26
Education			
Less than High School	39	22	39
Secondary Complete	51	11	38
Post Secondary	73	7	20
Overall	49	16	35

TABLE: 35A

QUESTION: And how far in miles would you be willing to travel to attend such a training program?

	Less than 10 Miles %	10-24 Miles %	25-49 Miles %	50 Miles or More %
Gender				
Male	13	40	20	27
Female	23	52	18	7
Income				
$18,000 or Less per Year	26	49	15	10
$18,001 to $36,000	18	47	17	18
$36,001 or More per Year	12	42	23	23
Age				
15 - 24	12	51	20	17
25 - 34	14	48	19	19
35 - 44	22	44	18	15
45 - 54	26	39	21	14
Education				
Less than High School	22	46	16	16
Secondary Complete	18	48	19	15
Post Secondary	5	46	27	22
Overall	18	46	19	17

TABLE: 35B

QUESTION: And how far in kilometres would you be willing to travel to attend such a training program?

	Less Than 12 Kilometres %	12-40 Kilometres %	41-70 Kilometres %	71 Kilometres or More %
Gender				
Male	9	50	13	28
Female	32	45	9	14
Income				
$18,000 or Less per Year	50	25	0	25
$18,001 to $36,000	11	50	6	33
$36,001 or More per Year	14	54	14	18
Age				
15 - 24	60	20	20	0
25 - 34	11	47	11	32
35 - 44	18	50	9	23
45 - 54	13	63	13	13
Education				
Less than High School	18	53	6	23
Secondary Complete	12	53	6	29
Post Secondary	28	39	22	11
Overall	19	48	11	22

TABLE: 36

QUESTION: Have you personally received any Unemployment Insurance benefits during the past year?

	Yes %	No %
Gender		
Male	60	40
Female	54	46
Income		
$18,000 or Less per Year	51	49
$18,001 to $36,000	71	30
$36,001 or More per Year	41	59
Age		
15 - 24	41	59
25 - 34	69	31
35 - 44	57	43
45 - 54	46	54
Education		
Less than High School	63	37
Secondary Complete	57	43
Post Secondary	35	65
Overall	57	43

TABLE: 37

QUESTION: How many weeks in the past year have you received Unemployment Insurance benefits?

	1-12 Weeks %	13-24 Weeks %	25-36 Weeks %	37-52 Weeks %
Gender				
Male	27	34	29	11
Female	22	28	35	14
Income				
$18,000 or Less per Year	20	36	29	16
$18,001 to $36,000	25	29	35	11
$36,001 or More per Year	27	29	31	13
Age				
15 - 24	25	33	27	14
25 - 34	29	29	27	14
35 - 44	20	32	39	9
45 - 54	22	32	32	15
Education				
Less than High School	18	32	36	14
Secondary Complete	31	29	28	12
Post Secondary	44	30	20	6
Overall	25	31	32	12

TABLE: 38

QUESTION: And how many weeks did you work before receiving Unemployment Insurance benefits?

	5-12 Weeks %	13-24 Weeks %	25-36 Weeks %	38-60 Weeks %
Gender				
Male	16	57	18	9
Female	18	61	9	11
Income				
$18,000 or Less per Year	21	64	11	4
$18,001 to $36,000	14	58	17	10
$36,001 or More per Year	12	56	13	19
Age				
15 - 24	24	47	20	10
25 - 34	16	62	12	11
35 - 44	15	61	14	10
45 - 54	18	55	17	9
Education				
Less than High School	21	63	12	4
Secondary Complete	12	56	15	17
Post Secondary	4	48	25	23
Overall	17	59	14	10

CRA

TABLE: 39

QUESTION: Not including yourself, how many members of your household have received Unemployment Insurance benefits in the past year?

	0 %	1 %	2 %	3 %	4 or More %
Gender					
Male	52	39	7	1	0
Female	43	44	8	3	3
Income					
$18,000 or Less per Year	60	32	5	2	1
$18,001 to $36,000	35	52	10	2	2
$36,001 or More per Year	59	31	6	3	1
Age					
15 - 24	31	38	18	8	6
25 - 34	46	45	7	1	1
35 - 44	54	41	4	1	0
45 - 54	49	38	8	3	2
Education					
Less than High School	44	42	8	3	2
Secondary Complete	50	41	8	1	0
Post Secondary	53	40	5	1	1
Overall	48	41	7	2	2

TABLE: 40

QUESTION: How many members of your household, including yourself, are available to work, but who are presently unable to find a job?

	0 %	1 %	2 %	3 %	4 or More %
Gender					
Male	54	30	14	1	1
Female	57	26	13	1	3
Income					
$18,000 or Less per Year	52	33	11	2	3
$18,001 to $36,000	53	26	18	1	2
$36,001 or More per Year	72	19	7	1	2
Age					
15 - 24	40	33	20	2	5
25 - 34	54	27	16	1	1
35 - 44	60	27	11	1	1
45 - 54	59	27	8	2	4
Education					
Less than High School	51	28	15	2	3
Secondary Complete	57	31	11	1	0
Post Secondary	71	20	9	0	1
Overall	56	28	13	1	2

TABLE: 41A

QUESTION: What is the highest level of education that you have personally completed?

	Elementary School or Less %	High School Incomplete %	High School Complete %	Vocational/ Technical School Complete %	Some University/ College %	University/ College Complete %
Gender						
Male	10	49	21	5	6	9
Female	6	47	28	4	7	8
Income						
$18,000 or Less per Year	15	57	23	3	2	0
$18,001 to $36,000	6	51	27	3	8	5
$36,001 or More per Year	2	28	26	9	11	25
Age						
15 - 24	6	46	24	4	11	10
25 - 34	4	40	34	4	9	9
35 - 44	8	50	23	5	5	9
45 - 54	16	61	12	3	3	6
Education						
Less than High School	8	48	0	0	0	0
Secondary Complete	0	0	25	4	0	0
Post Secondary	0	0	0	0	7	9
Overall	8	48	25	4	7	9

TABLE: 41B

QUESTION: Elementary school or less. (Specify Grade: __________)

	1 %	2 %	3 %	4 %	5 %	6 %
Gender						
Male	0	5	7	19	14	55
Female	5	0	5	0	18	73
Income						
$18,000 or Less per Year	3	6	3	6	25	56
$18,001 to $36,000	0	0	10	15	0	75
$36,001 or More per Year	0	0	0	0	0	100
Age						
15 - 24	0	0	0	0	0	100
25 - 34	0	0	8	8	33	50
35 - 44	6	6	0	24	6	59
45 - 54	0	3	10	10	17	60
Education						
Less than High School	2	3	[illegible]	13	16	61
Secondary Complete	0	0	0	0	0	0
Post Secondary	0	0	0	0	0	0
Overall	2	3	6	13	16	61

TABLE: 41C

QUESTION: High school incomplete. (Specify Grade: __________)

	7 %	8 %	9 %	10 %	11 %	12 %
Gender						
Male	14	19	25	26	13	3
Female	18	23	27	17	10	4
Income						
$18,000 or Less per Year	22	25	22	19	11	2
$18,001 to $36,000	16	22	29	18	12	2
$36,001 or More per Year	7	13	26	33	15	7
Age						
15 - 24	14	16	24	24	16	6
25 - 34	17	20	27	20	14	3
35 - 44	13	22	28	24	11	3
45 - 54	20	24	25	20	9	2
Education						
Less than High School	17	22	26	22	12	2
Secondary Complete	0	0	0	0	0	0
Post Secondary	0	0	0	0	0	0
Overall	16	21	26	22	12	3

TABLE: 410

QUESTION: Vocational/technical school complete. (Specify Course: __________)

	Cabinetry/ Carpentry %	Secretarial %	Hair-dressing %	Machinist %	Electrician %
Gender					
Male	8	0	0	8	29
Female	0	22	33	0	6
Income					
$18,000 or Less per Year	0	0	29	14	0
$18,001 to $36,000	8	8	23	8	23
$36,001 or More per Year	5	16	0	0	21
Age					
15 - 24	0	0	25	0	25
25 - 34	0	0	14	7	36
35 - 44	11	17	17	6	6
45 - 54	0	17	0	0	17
Education					
Less than High School	0	0	0	0	0
Secondary Complete	5	10	15	5	17
Post Secondary	0	0	0	0	0
Overall	5	10	14	5	19

TABLE: 41D

QUESTION: Vocational/technical school complete. (Specify Course: __________)

	Steno/ Clerk %	Mechanic %	Electronics %	Welder %	Library %
Gender					
Male	0	17	13	8	0
Female	11	0	0	0	6
Income					
$18,000 or Less per Year	0	14	14	14	0
$18,001 to $36,000	8	8	0	0	0
$36,001 or More per Year	5	11	5	5	5
Age					
15 - 24	0	25	0	0	0
25 - 34	7	14	7	7	0
35 - 44	6	6	11	6	6
45 - 54	0	0	0	0	0
Education					
Less than High School	0	0	0	0	0
Secondary Complete	5	10	7	5	2
Post Secondary	0	0	0	0	0
Overall	5	10	7	5	2

TABLE: 41D

QUESTION: Vocational/technical school complete. (Specify Course: __________)

	Nursing %	Business %	Other %
Gender			
Male	8	0	8
Female	6	6	11
Income			
$18,000 or Less per Year	0	14	0
$18,001 to $36,000	0	0	15
$36,001 or More per Year	16	0	11
Age			
15 - 24	0	0	25
25 - 34	7	0	0
35 - 44	6	0	6
45 - 54	17	17	33
Education			
Less than High School	0	0	0
Secondary Complete	7	2	10
Post Secondary	0	0	0
Overall	7	2	10

TABLE: 41E

QUESTION: University/college complete. (Specify Degree: __________)

	B.Ed. %	Secretarial %	Nursing %	B.Soc. Sci. %	B. Admin. %
Gender					
Male	15	0	5	10	22
Female	37	15	15	7	10
Income					
$18,000 or Less per Year	0	0	0	0	0
$18,001 to $36,000	17	11	6	11	17
$36,001 or More per Year	32	5	9	7	14
Age					
15 - 24	8	25	8	17	17
25 - 34	14	3	7	7	31
35 - 44	36	7	13	7	3
45 - 54	50	0	10	10	10
Education					
Less than High School	0	0	0	0	0
Secondary Complete	0	0	0	0	0
Post Secondary	25	7	10	9	16
Overall	26	7	10	9	16

TABLE: 41E

QUESTION: University/college complete. (Specify Degree: __________)

	B. Arts %	B. French %	Civil Technology %	Civil Engineering %	Science %
Gender					
Male	10	2	2	12	2
Female	12	0	0	0	0
Income					
$18,000 or Less per Year	0	0	0	0	100
$18,001 to $36,000	11	0	0	11	0
$36,001 or More per Year	11	2	2	5	0
Age					
15 - 24	0	0	0	8	0
25 - 34	14	0	3	10	0
35 - 44	16	3	0	3	0
45 - 54	0	0	0	0	10
Education					
Less than High School	0	0	0	0	0
High School Complete	0	0	0	0	0
Post Secondary	11	1	1	6	1
Overall	11	1	1	6	1

TABLE: 41E

QUESTION: University/college complete. (Specify Degree: __________)

	Major. History %	Fish Management %	Computer Science %	Other %
Gender				
Male	2	2	0	15
Female	0	0	2	2
Income				
$18,000 or Less per Year	0	0	0	0
$18,001 to $36,000	0	0	6	11
$36,001 or More per Year	2	2	0	9
Age				
15 - 24	0	0	8	8
25 - 34	0	3	0	7
35 - 44	3	0	0	10
45 - 54	0	0	0	10
Education				
Less than High School	0	0	0	0
Secondary Complete	0	0	0	0
Post Secondary	1	1	1	9
Overall	1	1	1	9

TABLE: 42

QUESTION: What is your present marital status?

	Married %	Single Never Married %	Single Widowed/ Divorced %	Separated %
Gender				
Male	61	32	4	3
Female	64	25	6	5
Income				
$18,000 or Less per Year	44	36	12	9
$18,001 to $36,000	74	20	3	3
$36,001 or More per Year	74	22	1	4
Age				
15 - 24	14	86	0	0
25 - 34	57	38	2	3
35 - 44	78	11	5	6
45 - 54	76	6	13	5
Education				
Less than High School	62	27	7	4
Secondary Complete	67	25	3	4
Post Secondary	57	40	1	3
Overall	62	29	5	4

TABLE: 43

QUESTION: Including yourself, how many people live in your household?

	0 %	1 %	2 %	3 %	4 %	5 %
Gender						
Male	0	8	18	27	29	12
Female	0	5	17	26	27	18
Income						
$18,000 or Less per Year	0	15	26	27	19	10
$18,001 to $36,000	1	3	17	27	30	18
$36,001 or More per Year	0	3	11	25	34	18
Age						
15 - 24	0	3	22	24	25	17
25 - 34	1	7	17	29	33	11
35 - 44	0	5	14	24	30	21
45 - 54	0	9	24	29	19	11
Education						
Less than High School	0	6	17	27	27	17
Secondary Complete	0	4	19	29	32	13
Post Secondary	1	8	19	24	24	16
Overall	0	6	18	27	28	15

TABLE: 43

QUESTION: Including yourself, how many people live in your household?

	6 %	7 %	8 %	9 %	10 or More %
Gender					
Male	3	1	1	0	0
Female	5	1	0	0	0
Income					
$18,000 or Less per Year	2	0	0	0	0
$18,001 to $36,000	2	2	1	1	0
$36,001 or More per Year	7	1	0	0	0
Age					
15 - 24	4	2	2	2	1
25 - 34	2	1	0	0	0
35 - 44	5	1	0	0	0
45 - 54	5	2	1	1	0
Education					
Less than High School	4	2	1	0	0
Secondary Complete	2	1	0	0	0
Post Secondary	6	1	0	1	0
Overall	4	1	1	0	0

CRA

TABLE: 44

QUESTION: Do you or your family own your own home?

	Yes %	No %
Gender		
Male	85	15
Female	84	16
Income		
$18,000 or Less per Year	71	29
$18,001 to $36,000	91	10
$36,001 or More per Year	91	9
Age		
15 - 24	68	32
25 - 34	78	22
35 - 44	93	7
45 - 54	93	7
Education		
Less than High School	84	16
Secondary Complete	88	12
Post Secondary	80	20
Overall	85	16

TABLE: 45

QUESTION: Do you own your home outright, or do you have a mortgage on your home?

	Own Home Outright %	Mortgage On Home %	Don't Know/ No Response %
Gender			
Male	46	50	4
Female	51	47	2
Income			
$18,000 or Less per Year	46	53	1
$18,001 to $36,000	51	48	1
$36,001 or More per Year	50	49	2
Age			
15 - 24	43	40	17
25 - 34	36	61	3
35 - 44	49	50	1
45 - 54	69	31	1
Education			
Less than High School	52	45	4
Secondary Complete	46	52	2
Post Secondary	44	52	4
Overall	49	49	3

TABLE: 46

QUESTION: In which of the following categories did your total personal income from all sources fall in 1990 before taxes?

	Less Than $6,000/ Year %	Between $6,001 - $12,000 %	Between $12,001- $18,000 %	Between $18,001 $24,000 %
Gender				
Male	12	19	22	21
Female	36	41	10	7
Income				
$18,000 or Less per Year	42	43	14	1
$18,001 to $36,000	16	30	22	22
$36,001 or More per Year	9	14	11	21
Age				
15 - 24	52	32	8	3
25 - 34	17	32	18	17
35 - 44	20	27	18	17
45 - 54	27	26	16	12
Education				
Less than High School	30	32	18	12
Secondary Complete	19	32	17	18
Post Secondary	9	17	9	18
Overall	24	30	16	14

TABLE: 46

QUESTION: In which of the following categories did your total personal income from all sources fall in 1990 before taxes?

	Between $24,001-$36,000 %	Between $36,001-$48,000 %	More Than $48,000/ Year %
Gender			
Male	16	7	2
Female	4	2	0
Income			
$18,000 or Less per Year	0	0	0
$18,001 to $36,000	10	0	0
$36,001 or More per Year	21	19	5
Age			
15 - 24	2	3	0
25 - 34	12	3	1
35 - 44	11	7	2
45 - 54	9	7	3
Education			
Less than High School	7	1	1
Secondary Complete	10	4	1
Post Secondary	21	22	3
Overall	10	5	1

TABLE: 47

QUESTION: Which of the following have been sources of personal income for you in the past 12 months?

	Self-Employment Income %	Employment Income %	Pension Income %	UI %
Gender				
Male	11	85	4	60
Female	5	76	4	55
Income				
$18,000 or Less per Year	6	63	8	51
$18,001 to $36,000	9	87	2	72
$36,001 or More per Year	11	93	3	42
Age				
15 - 24	4	74	3	46
25 - 34	7	89	1	69
35 - 44	8	82	5	56
45 - 54	15	69	7	48
Education				
Less than High School	7	77	4	63
Secondary Complete	9	85	4	60
Post Secondary	10	90	2	36
Overall	8	81	4	58

TABLE: 47

QUESTION: Which of the following have been sources of personal income for you in the past 12 months?

	Social Assistance/ Welfare %	Workmen's Compensation %	Investment/ Savings Income %	Other %
Gender				
Male	11	2	9	2
Female	15	1	8	13
Income				
$18,000 or Less per Year	31	2	3	6
$18,001 to $36,000	5	2	7	9
$36,001 or More per Year	0	1	20	8
Age				
15 - 24	18	1	2	3
25 - 34	13	1	8	8
35 - 44	11	2	9	8
45 - 54	12	2	11	8
Education				
Less than High School	17	1	5	7
Secondary Complete	8	1	11	9
Post Secondary	3	1	17	8
Overall	13	1	8	7

TABLE: 48

QUESTION: In which of the following categories did your total household income from all sources fall in 1990 before taxes?

	Less Than $6,000/ Year %	Between $6,001 - $12,000 %	Between $12,001- $18,000 %	Between $18,001 $24,000 %
Gender				
Male	4	10	12	20
Female	6	15	13	20
Income				
$18,000 or Less per Year	5	13	0	0
$18,001 to $36,000	0	0	12	20
$36,001 or More per Year	0	0	0	0
Age				
15 - 24	13	19	16	17
25 - 34	4	14	10	21
35 - 44	4	10	12	18
45 - 54	6	13	13	21
Education				
Less than High School	9	15	15	23
Secondary Complete	2	12	12	17
Post Secondary	0	3	1	13
Overall	5	13	12	20

TABLE: 48

QUESTION: In which of the following categories did your total household income from all sources fall in 1990 before taxes?

	Between $24,001-$36,000 %	Between $36,001-$48,000 %	More Than $48,000/Year %
Gender			
Male	26	14	14
Female	23	12	11
Income			
$18,000 or Less per Year	0	0	0
$18,001 to $36,000	25	0	0
$36,001 or More per Year	0	13	13
Age			
15 - 24	12	6	18
25 - 34	26	15	10
35 - 44	28	14	13
45 - 54	22	12	13
Education			
Less than High School	23	9	5
Secondary Complete	27	15	14
Post Secondary	24	22	37
Overall	25	13	13

TABLE: 49

QUESTION: Which of the following have been sources of income for your household in the past year?

	Self-Employment Income %	Employment Income %	Pension Income %	UI %
Gender				
Male	12	90	13	67
Female	14	85	12	68
Income				
$18,000 or Less per Year	8	71	17	56
$18,001 to $36,000	13	96	10	81
$36,001 or More per Year	20	95	11	58
Age				
15 - 24	7	86	11	65
25 - 34	9	92	11	76
35 - 44	15	89	12	66
45 - 54	20	80	17	56
Education				
Less than High School	10	84	14	69
Secondary Complete	14	92	11	71
Post Secondary	20	94	12	58
Overall	13	88	13	67

TABLE: 49

QUESTION: Which of the following have been sources of income for your household in the past year?

	Social Assistance/ Welfare %	Workmen's Compensation %	Investment/ Savings Income %	Other %
Gender				
Male	13	3	10	8
Female	16	3	10	12
Income				
$18,000 or Less per Year	35	2	3	7
$18,001 to $36,000	6	3	7	11
$36,001 or More per Year	2	4	27	14
Age				
15 - 24	24	5	7	5
25 - 34	15	2	8	11
35 - 44	12	3	12	13
45 - 54	13	3	12	7
Education				
Less than High School	19	2	5	10
Secondary Complete	10	4	13	10
Post Secondary	5	4	20	11
Overall	15	3	10	10

LABOUR MARKET STUDY - ACADIAN PENINSULA - EMPLOYER SURVEY

TABLE INDEX

PAGE

1. Thinking now about your own company, would you say that your company's economic well-being, compared to others in your industry, is now... than it was 12 months ago? 99

2. And do you expect your company's economic well-being in the next 12 months will be...? 100

3. Compared with a year ago, would you say that employment opportunities in the Acadian Peninsula are now...? 101

4. And do you expect employment opportunities in the Acadian Peninsula in the next 12 months will be...? 102

5. In thinking about your company, what would you say is your greatest strength? 103

6. And what, if anything, would you say is your company's greatest weakness? 104

7. Overall, would you say you are very optimistic, somewhat optimistic, not very optimistic or not at all optimistic about the economic prospects of the Acadian Peninsula in the next five years? 105

8A. Can you tell me why you feel optimistic about the region's economic future? 106

8B. Can you tell me why you don't feel optimistic about the region's economic future? 107

9. Thinking about the next two years, does your company have plans to expand or diversify its business operations? 108

10. Would you say your plans are mainly to expand the sale of existing products/services, or to diversify into new products/services? 109

11A. If your plans to expand or diversify were to proceed, how many additional employees would you likely hire in each of the following categories?

Full-time employees, that is, working at least 30 hours per week? 110

11B. Would these jobs be mainly seasonal or permanent year-round jobs?

Full-time employees, that is, working at least 30 hours per week? 111

11C. If your plans to expand or diversify were to proceed, how many additional employees would you likely hire in each of the following categories?

Part-time employees, that is, working less than 30 hours per week? 112

11D. Would these jobs be mainly seasonal or permanent year-round jobs?

Part-time employees, that is, working less than 30 hours per week? 113

12. What, if any, special skills or training do you expect these jobs will require? 114

13. Would you expect to be able to hire these employees locally or to hire them from outside the Acadian Peninsula? 115

14. What do you expect the minimum education requirement of new employees you hire for your business will be in the future? 116

15. How willing would you be to hire displaced workers from the fishing industry? 117

16. At the peak of your business year, how many employees do you have in each of the following categories?

A) Full-time employees, working at least 30 hours/week--Males? 118

B) Full-time employees, working at least 30 hours/week--Females? 119

C) Part-time employees, working less than 30 hours/week--Males? 120

D) Part-time employees, working less than 30 hours/week--Females? 121

17. At your lowest level of employment, how many employees do you have in each of the following categories?

A) Full-time employees, working at least 30 hours/week--Males? 122

B) Full-time employees, working at least 30 hours/week--Females? 123

C) Part-time employees, working less than 30 hours/week--Males? 124

D) Part-time employees, working less than 30 hours/week--Females? 125

18. What do you consider the single greatest problem with your present employees? 126

19. What percent of your employees are unionized? 127

20. On average, what percent of your permanent, full-time employees would turnover each year? 128

21. Does your company provide training for any of your employees? 129

22. What percent of your permanent work force received training in the past year? 130

23. What type of training do you provide to employees? 131

24. Have you, or others in your company, attended any training programs conducted by organizations other than your own, in the past year? 132

25. Can you name a few of the organizations sponsoring the training programs you or others have attended in the past year? 133

26. Do you have any problems with your employees' ability to read or understand written materials related to their work? 134

27. What, if anything, is your company doing to deal with this problem? 135

28. How many apprentices do you presently employ? 136

29. What, if any, apprenticeship programs are your company involved in? 137

30. In total, how much did your company spend on training employees in 1990? 138

31. What type of training would be of most benefit to your company? 139

32. In your opinion, who should be most responsible for the economic development of the Acadian Peninsula? Would you say it is mainly the responsibility of the private sector, mainly the government's responsibility, or mainly the responsibility of local development boards and commissions? 140

33. Overall, how satisfied are you with the role that...has played to date in the economic development of the Acadian Peninsula?

A) Federal government? 141

B) Provincial government? 142

C) Private sector? 143

D) Local development boards and commissions? 144

34. What, in your opinion, are the greatest barriers to economic development in the Acadian Peninsula? 145

35. And what are the best business opportunities for the economic development of the Acadian Peninsula? 146

36. In what type of industry is your business? 147

37. Would you describe your business as seasonal in nature or year-round? 148

38. How long has your company been in business? 149

39. Into which of the following categories did your total sales revenue in 1990 fall? 150

40. What percent do you expect your revenue to increase in 1991? 151

41. Do you export your products or services outside the Acadian Peninsula? 152

42. And finally, which of the following best describes your company? 153

TABLE: 1

QUESTION: Thinking now about your own company, would you say that your company's economic well-being, compared to others in your industry, is now...than it was 12 months ago?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Much Better	1	3	4	1
Somewhat Better	7	10	10	8
About the Same	48	50	53	50
Somewhat Worse	29	25	30	28
Much Worse	15	12	4	14
n =	246	122	78	446

TABLE: 2

QUESTION: And do you expect your company's economic well-being in the next 12 months will be...?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Much Better	2	3	3	2
Somewhat Better	20	31	23	22
About the Same	47	41	53	47
Somewhat Worse	22	20	19	22
Much Worse	9	5	3	8
n =	245	121	78	444

TABLE: 3

QUESTION: Compared with a year ago, would you say that employment opportunities in the Acadian Peninsula are now . . .?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Much Better	0	1	0	0
Somewhat Better	6	9	13	8
About the Same	35	31	46	35
Much Better	37	48	32	36
Much Worse	23	11	9	21
n =	248	124	78	450

TABLE: 4

QUESTION: And do you expect employment opportunities in the Acadian Peninsula in the next 12 months will be...?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Much Better	0	0	4	0
Somewhat Better	16	14	18	17
About the Same	45	44	45	43
Somewhat Worse	25	34	24	26
Much Worse	14	8	9	13
n =	248	124	78	450

TABLE: 5

QUESTION: In thinking about your company, what would you say is your greatest strength?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Service	51	50	22	51
Product	25	32	29	25
Essential service	5	6	4	5
Staff	2	7	8	4
Prices	2	5	5	3
Location	2	2	0	2
Customers outside Acadian Peninsula	1	1	2	1
No competitors	1	0	1	1
Large size	0	1	1	0
High economy works well	1	0	0	1
Don't know	2	0	1	1
None	6	2	0	5
Other	11	9	9	12
n =	247	123	77	447

TABLE: 6

QUESTION: And what, if any, would you say is your company's greatest weakness?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Labour force problems	17	18	21	15
Poor economic conditions	16	14	16	15
Seasonal fluctuations	9	6	9	8
Not enough promotion/marketing/publicity	6	10	16	7
Not enough openness in Acadian Peninsula/ communication	5	3	3	4
Too expensive	2	2	3	3
Government regulations	1	3	7	2
Cost of transportation	1	2	4	2
Low prices	2	2	0	2
Isolation/location	1	1	4	1
Don't know	12	6	7	11
None	16	19	8	16
Other	17	17	11	17
n =	245	121	76	442

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TABLE: 7

QUESTION: Overall, would you say you are very optimistic, somewhat optimistic, not very optimistic or not at all optimistic about the economic prospects of the Acadian Peninsula in the next five years?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Very Optimistic	28	22	23	26
Somewhat Optimistic	39	53	42	41
Not Very Optimistic	25	22	21	25
Not at All Optimistic	5	2	13	5
No Opinion	3	1	1	2
n =	247	124	78	449

TABLE: 8A

QUESTION: Can you tell me why you feel optimistic about the region's economic future?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
It has to get better/can't get any worse	52	48	40	49
People in Acadian Peninsula will have to look to other ways of expanding	12	19	26	16
Fishing will improve	8	18	17	10
Recession will end	6	10	8	7
Don't know	6	1	8	5
None	1	0	0	1
Other	20	11	6	17
n =	157	89	53	299

TABLE: [illegible]

QUESTION: Can you tell me why you don't feel optimistic about the region's economic future?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Poor economic conditions	57	50	50	56
Recession very damaging	12	21	8	13
Fishing industry problems/quotas	8	18	4	8
Seasonal work	5	6	13	5
GST/general taxes too high	6	9	0	5
Don't know	4	3	0	3
None	1	0	4	1
Other	19	21	25	20
n =	84	34	24	142

TABLE: 9

QUESTION: Thinking about the next two years, does your company have plans to expand or diversify its business operations?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Yes	30	43	49	33
No	62	50	38	58
Undecided	8	7	13	8
n =	247	122	77	446

CRA

TABLE: 10

QUESTION: Would you say your plans are mainly to expand the sale of existing products/services, or to diversify into new products/services?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Expand existing products/services	52	47	58	52
Diversify into new products/services	33	31	37	34
Combination	15	22	5	14
n =	75	51	38	164

TABLE: 11A

QUESTION: If your plans to expand or diversify were to proceed, how many additional employees would you likely hire in each of the following categories?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Full-time employees, that is, working at least 30 hours per week				
0	8	7	13	8
1	39	20	0	29
2	31	24	23	29
3	13	9	10	12
4	2	2	7	2
5	2	11	0	4
6	3	0	0	2
7	0	0	3	1
8	2	0	0	2
10	2	11	13	6
12	0	4	7	2
15	0	4	10	2
16	0	2	0	1
20	0	2	0	1
30	0	2	3	1
50	0	0	7	0
70	0	0	3	0
80	0	0	3	1
n =	67	45	31	143
Average:	2.0	5.4	13.8	3.9

TABLE: 11B

QUESTION: Would these jobs be mainly seasonal or permanent year-round jobs?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Full-time employees, that is, working at least 30 hours per week				
Seasonal	32	25	30	32
Permanent	67	73	60	64
Both	2	3	10	4
n =	57	40	20	117

CRA

TABLE: 11C

QUESTION: If your plans to expand or diversify were to proceed, how many additional employees would you likely hire in each of the following categories?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Part-time employees, that is, working less than 30 hours per week				
0	30	19	19	26
1	35	24	7	29
2	22	14	3	16
3	6	17	3	9
4	2	4	7	3
5	2	5	7	3
6	0	5	7	3
7	0	0	3	0
10	0	2	13	3
15	0	5	3	2
20	0	5	3	2
25	0	0	7	1
30	2	0	3	2
40	0	0	7	1
100 or more	2	0	10	3
n =	54	42	31	127
Average:	3.5	3.6	18.6	6.6

TABLE: 110

QUESTION: Would these jobs be mainly seasonal or permanent year-round jobs?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Part-time employees, that is, working less than 30 hours per week				
Seasonal	35	44	50	37
Permanent	66	57	43	61
Both	0	0	7	2
n =	29	23	14	66

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TABLE: 12

QUESTION: What, if any, special skills or training do you expect these jobs will require?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Trades	24	26	40	25
Minimum grade 12 education	13	8	11	13
Sales experience	13	10	0	12
Experience dealing with public	12	8	9	12
Accounting/bookkeeping/mathematical	5	4	6	5
Manual labour	4	6	3	3
Medical and related training	1	6	6	2
Management training	4	4	0	3
New technical skills in fishing industry	1	2	6	2
Nothing	8	10	9	9
Don't know	7	6	3	6
Other	14	26	11	15
n =	76	50	35	161

TABLE: 13

QUESTION: Would you expect to be able to hire these employees locally or to hire them from outside the Acadian Peninsula?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Hire locally	93	96	86	93
Hire from outside	0	4	3	1
Both	7	0	11	6
n =	76	51	36	163

TABLE: 14

QUESTION: What do you expect the minimum education requirement of new employees you hire for your business will be in the future?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Grade 10 or less	33	19	22	30
Grade 12	26	34	30	27
University complete	6	14	18	9
Experience	9	7	10	8
Trade	9	5	4	8
Grade 11	2	5	3	2
No Minimal	5	8	8	6
Other	11	9	7	10
n =	229	118	74	421

TABLE: 15

QUESTION: How willing would you be to hire displaced workers from the fishing industry?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Very Likely	28	46	45	29
Somewhat Likely	27	26	26	29
Not Very Likely	17	12	14	16
Not at All Likely	29	16	15	27
n =	247	124	78	449

TABLE: 16A

QUESTION: At the peak of your business year, how many employees do you have in each of the following categories?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Full-time employees, working at least 30 hours per week				
Males:				
0	21	6	7	18
1	33	14	1	28
2	17	7	3	15
3	14	11	3	12
4	4	8	3	4
5	5	9	7	7
6	3	9	4	3
7	1	7	1	2
8	0	3	3	1
9	0	3	1	1
10	0	3	10	1
11	0	1	0	0
12	0	7	3	2
13	0	1	3	0
14	0	1	0	0
15	0	3	0	1
16	0	1	1	0
17	0	0	1	0
18	0	1	1	0
19	0	0	1	0
20	0	3	4	1
21	0	0	3	0
23	0	2	0	1
25	0	0	6	1
28	0	1	3	0
30	0	2	8	1
36	0	0	1	0
40	0	1	4	0
42	0	0	1	0
45	0	0	1	0
49	0	0	1	0
50	0	0	3	0
60	0	1	1	1
100 or more	0	0	8	1
n =	223	118	72	413
Average:	2.1	7.4	24.6	4.7

TABLE: 16B

QUESTION: At the peak of your business year, how many employees do you have in each of the following categories?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Full-time employees, working at least 30 hours per week				
Females:				
0	31	7	8	26
1	31	16	8	26
2	20	14	11	19
3	7	5	7	7
4	6	3	3	6
5	2	8	4	3
6	2	8	1	2
7	0	10	0	2
8	1	11	0	2
9	0	4	1	1
10	0	5	7	1
11	0	1	1	0
12	1	4	1	2
13	0	1	4	0
15	0	1	6	1
17	0	2	0	0
18	0	1	0	0
20	0	0	1	0
22	0	0	1	0
24	0	0	1	0
25	0	0	3	0
28	0	0	1	0
30	0	0	1	0
32	0	0	1	0
34	0	0	1	0
35	0	0	1	0
38	0	0	1	0
40	0	0	6	0
45	0	0	1	0
50	1	0	1	1
58	0	0	1	0
65	0	0	1	0
68	0	0	1	0
70	0	0	1	0
80	0	1	1	0
100 or more	0	0	7	1
n =	220	118	73	411
Average:	1.7	6.0	22.6	3.9

TABLE: 16C

QUESTION: At the peak of your business year, how many employees do you have in each of the following categories?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Part-time employees, working less than 30 hours per week				
Males:				
0	58	47	26	54
1	26	13	5	25
2	9	17	2	10
3	3	10	6	4
4	1	2	2	1
5	1	1	9	1
6	1	1	0	1
7	1	2	0	1
8	0	3	3	0
10	0	1	8	1
12	1	0	0	0
15	0	1	8	0
20	0	1	5	1
22	0	0	2	0
24	0	0	2	0
25	0	0	6	1
30	0	0	6	1
34	0	0	2	0
37	0	0	2	0
40	0	0	3	0
50	0	0	2	0
98	0	0	2	0
100 or more	0	0	3	0
n =	198	98	65	361
Average:	0.8	1.8	15.6	1.9

TABLE: 160

QUESTION: At the peak of your business year, how many employees do you have in each of the following categories?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Part-time employees, working less than 30 hours per week				
Females:				
0	55	34	29	52
1	32	14	3	27
2	6	20	7	8
3	5	10	3	5
4	1	6	0	2
5	1	6	3	1
6	1	1	3	1
7	0	3	2	1
8	0	3	0	1
9	0	1	0	0
10	0	2	7	1
12	0	0	3	0
13	0	0	2	0
15	0	1	10	1
16	0	0	2	0
17	0	0	2	0
20	0	0	3	1
25	0	0	2	0
30	1	0	3	1
34	0	0	2	0
35	0	0	3	0
50	0	0	3	0
65	0	0	2	0
70	0	0	2	0
100 or more	0	0	7	0
n =	202	103	62	367
Average:	0.8	2.3	17.8	2.1

CRA

TABLE: 17A

QUESTION: At your lowest level of employment, how many employees do you have in each of the following categories?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Full-time employees, working at least 30 hours per week				
Males:				
0	30	20	17	27
1	40	15	3	34
2	14	10	4	13
3	9	10	9	9
4	3	9	9	4
5	3	7	9	5
6	1	9	1	2
7	0	4	1	1
8	0	4	1	1
9	1	2	3	1
10	0	1	4	0
11	0	1	0	0
12	0	3	4	1
13	0	0	3	0
14	0	1	1	0
15	0	1	1	0
16	0	0	1	0
17	0	0	1	0
19	0	0	1	0
20	0	0	6	0
21	0	0	1	0
23	0	2	0	1
25	0	0	6	1
26	0	0	1	0
28	0	0	1	0
30	0	0	3	0
40	0	0	1	0
45	0	0	1	0
100 or more	0	0	1	0
n =	215	117	69	401
Average:	1.3	4.0	11.5	2.4

TABLE: 17B

QUESTION: At your lowest level of employment, how many employees do you have in each of the following categories?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Full-time employees, working at least 30 hours per week				
Females:				
0	39	18	21	35
1	31	18	13	27
2	18	8	16	17
3	5	4	4	6
4	4	4	1	4
5	1	13	4	2
6	1	5	1	1
7	0	7	0	1
8	0	12	0	2
9	0	1	1	0
10	0	2	1	1
11	0	1	1	0
12	1	3	1	2
13	0	1	4	0
15	0	0	6	1
18	0	1	1	0
20	0	0	3	0
25	0	0	4	0
30	0	0	1	0
32	0	0	1	0
38	0	0	1	0
40	0	0	4	0
50	0	0	1	0
65	0	0	1	0
68	0	0	1	0
80	0	1	0	0
90	0	0	1	0
n =	209	114	70	393
Average:	1.1	4.7	11.9	2.6

CRA

TABLE: 17C

QUESTION: At your lowest level of employment, how many employees do you have in each of the following categories?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Part-time employees, working less than 30 hours per week				
Males:				
0	67	62	40	66
1	25	17	5	23
2	6	13	5	6
3	1	7	7	2
4	1	0	2	0
5	0	0	9	0
6	1	0	4	0
7	0	1	0	0
8	0	0	2	0
9	0	0	2	0
10	0	0	5	0
15	0	0	5	0
16	0	0	2	0
22	0	0	4	0
24	0	0	2	0
25	0	0	2	0
30	0	0	2	0
100 or more	0	0	4	1
n =	196	92	57	345
Average:	0.5	0.7	8.6	1.3

CRA

TABLE: 17D

QUESTION: At your lowest level of employment, how many employees do you have in each of the following categories?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Part-time employees, working less than 30 hours per week				
Females:				
0	62	39	44	60
1	28	17	2	25
2	7	13	2	6
3	2	6	2	2
4	1	9	2	2
5	0	5	2	0
6	1	2	2	1
7	0	4	4	1
8	0	3	2	0
9	0	0	2	0
10	1	1	6	1
12	0	0	4	0
13	0	0	2	0
15	0	0	10	0
16	0	0	2	0
17	0	0	2	0
30	0	0	4	0
35	0	0	2	0
45	0	0	2	0
50	0	0	2	0
65	0	0	2	0
n =	198	97	52	347
Average:	0.6	2.0	9.3	1.4

TABLE: 18

QUESTION: What do you consider the single greatest problem with your present employees?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Lack of training	15	28	23	16
Poor work attitudes	4	7	13	5
Quality of work	3	4	4	4
Work alone/no employees	3	0	0	3
Turnover	1	2	4	2
Absenteeism	0	2	11	1
Labour/management relations	1	2	0	1
Lack of productivity	1	2	1	1
Unemployment insurance	1	1	8	2
Don't know	1	0	1	1
None/all is fine	65	50	37	61
Other	7	11	5	8
n =	234	121	75	430

CRA

TABLE: 19

QUESTION: What percent of your employees are unionized?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
1%	0	1	0	0
2	1	0	0	1
3	0	0	0	0
5	0	0	0	0
9	0	1	0	0
10	0	2	1	0
30	0	0	1	0
50	0	2	4	0
60	0	0	1	1
65	0	0	1	0
70	0	1	3	0
75	0	0	1	0
80	1	1	4	1
83	0	1	0	0
85	0	0	3	0
90	0	1	0	1
98	0	0	3	0
99	0	1	1	0
100	3	4	5	3
Not Unionized	95	86	63	89
n =	248	124	78	450
Average:	4.3%	8.5%	29.0%	7.3%

TABLE: 29

QUESTION: On average, what percent of your permanent, full-time employees would turnover each year?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
0%	68	47	40	62
1	1	3	5	2
2	7	3	8	7
3	2	2	1	3
4	0	1	1	0
5	5	9	13	7
6	0	1	3	0
8	1	0	0	0
10	4	18	12	7
12	0	1	0	0
15	2	3	0	2
20	3	1	1	3
23	0	0	1	0
25	1	0	4	2
26	0	1	0	0
30	1	2	3	1
33	1	0	0	1
40	0	2	1	0
50	1	5	3	1
60	1	1	0	1
70	1	0	1	0
75	1	0	1	1
80	1	1	0	1
85	1	0	0	1
90	1	1	1	1
100	1	0	0	1
n =	211	124	77	412
Average:	6.4%	8.8%	9.5%	7.0%

CRA

TABLE: 21

QUESTION: Does your company provide training for any of your employees?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Yes	50	81	74	55
No	50	20	26	45
n =	244	123	78	445

CRA

TABLE: 22

QUESTION: What percent of your permanent work force received training in the past year?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
0%	19	14	7	17
1	3	0	0	2
2	6	8	2	6
3	2	0	0	1
4	0	0	2	0
5	3	3	16	5
6	0	1	0	0
8	0	2	0	0
10	5	8	12	7
12	0	2	0	1
15	0	0	4	1
20	5	9	7	8
25	2	10	4	3
30	2	1	2	2
33	1	1	2	1
35	0	1	2	0
40	1	1	2	1
50	16	9	7	14
60	1	3	0	2
70	0	0	2	0
75	2	1	5	3
80	1	4	2	1
90	2	0	4	1
95	1	0	4	0
98	0	1	0	0
100	30	19	18	24
n =	119	98	57	274
Average:	46.5%	39.0%	41.5%	41.6%

TABLE: 23

QUESTION: What type of training do you provide to employees?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
On-the-job training	78	82	64	75
Personal development	10	16	19	12
Apprenticeship training 12	11	11	12	
Marketing/sales training	7	8	6	6
Financial/budgetary training	2	2	2	2
Supervisory/management training	1	2	0	1
Other	12	14	26	16
n =	121	99	53	273

TABLE: 24

QUESTION: Have you, or others in your company, attended any training programs conducted by organizations other than your own, in the past year?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Yes	32	43	63	37
No	68	57	37	63
n =	120	96	57	273

CRA

TABLE: 25

QUESTION: Can you name a few of the organizations sponsoring the training programs you or others have attended in the past year?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Community College	54	49	58	56
University Centre of Shippagan	5	21	13	10
Government Programs (Provincial)	11	7	13	8
Employment & Immigration Canada (Federal)	11	7	5	7
Nova Scotia Universities	0	2	0	0
Other	27	21	13	24
n =	37	43	38	118

TABLE: 26

QUESTION: Do you have any problems with your employees' ability to read or understand written materials related to their work?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Yes	6	12	17	8
No	94	88	83	92
n =	244	122	78	444

CRA

TABLE: 27

QUESTION: What, if anything, is your company doing to deal with this problem?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Provide explanations verbally	44	27	33	42
Watch for this problem/ try to recognize it early	6	20	25	12
Provide translation if it is in English	0	7	8	3
Nothing	25	13	8	21
Don't know	6	13	17	6
Other	19	20	8	12
n =	16	15	12	43

TABLE: 28

QUESTION: How many apprentices do you presently employ?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
1	8	12	9	9
2	3	12	10	5
3	0	2	4	0
4	0	0	1	0
5	0	0	1	0
6	0	0	1	0
7	0	0	1	0
10	0	0	4	0
13	0	0	1	0
None	87	73	66	85
n =	246	123	77	446
Average:	0.2	0.4	1.3	0.3

TABLE: 29

QUESTION: What, if any, apprenticeship programs are your company involved in?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Mechanical	16	15	8	17
Sales	10	0	8	6
Electrical	3	6	8	6
Carpentry	3	6	0	4
Welding	3	0	12	3
Experience	3	6	4	3
Cooking/Baking	0	15	0	1
Plumbing	0	6	4	1
Farming/Agriculture	0	6	0	1
Steam fitter/Pipe fitter	0	0	4	0
Stationary Engineering	0	0	4	0
Painting/Decorating	3	0	0	1
None	26	26	19	28
Other	39	26	46	41
n =	31	34	26	91

TABLE: 30

QUESTION: In total, how much did your company spend on training employees in 1990?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Nothing	71	36	31	64
Less than $2,500	22	30	21	21
$2,500 - $4,999	4	15	14	6
$5,000 - $9,999	1	9	14	3
$10,000 - $14,999	0	0	4	0
$15,000 - $19,999	0	0	1	0
$20,000 - $24,999	0	0	4	1
$25,000 or more	0	2	9	1
Refused	2	8	3	4
n =	246	123	78	447

TABLE: 31

QUESTION: What type of training would be of most benefit to your company?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Trade	25	23	30	23
Sales training/merchandising/marketing	10	13	7	11
Public relations	9	13	9	9
Computer training	5	11	5	5
Medical and related	2	3	8	3
Office administration	4	3	4	3
Waitress/hospitality industry training	2	5	8	2
Fishing technologies/fishing/aquaculture	2	3	4	2
Accounting	2	3	0	2
Seniors activities and related	1	4	3	2
Cooking	0	7	4	1
Agriculture technologies	1	3	3	1
Don't know	6	5	3	6
Nothing	16	10	8	16
Other	19	13	16	18
n =	236	120	74	430

TABLE: 32

QUESTION: In your opinion, who should be most responsible for the economic development of the Acadian Peninsula? Would you say it is mainly the responsibility of the private sector, mainly the government's responsibility, or mainly the responsibility of local development boards and commissions?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Private sector	49	50	52	49
Government:				
- Provincial	47	35	52	46
- Federal	33	33	43	33
- Municipal	23	12	22	20
Local development boards and commissions	28	24	25	27
Don't know	11	3	5	9
n =	245	123	77	445

TABLE: 33A

QUESTION: Overall, how satisfied are you with the role that the **federal government** has played to date in the economic development of the Acadian Peninsula?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Very Satisfied	10	12	4	9
Somewhat Satisfied	39	45	51	41
Neither	12	13	8	12
Somewhat Dissatisfied	21	18	26	20
Very Dissatisfied	19	12	12	18
n =	238	120	77	435

CRA

TABLE: [illegible]

QUESTION: Overall, how satisfied are you with the role that the provincial government has played to date in the economic development of the Acadian Peninsula?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Very Satisfied	9	15	8	9
Somewhat Satisfied	44	48	49	46
Neither	12	12	9	11
Somewhat Dissatisfied	22	18	23	20
Very Dissatisfied	13	8	12	13
n =	238	120	78	436

CRA

TABLE: 33C

QUESTION: Overall, how satisfied are you with the role that the private sector has played to date in the economic development of the Acadian Peninsula?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Very Satisfied	12	24	13	12
Somewhat Satisfied	41	50	46	43
Neither	23	12	25	22
Somewhat Dissatisfied	14	10	14	14
Very Dissatisfied	10	4	3	10
n =	236	122	77	435

TABLE: 33b

QUESTION: Overall, how satisfied are you with the role that the local development boards and commissions have played to date in the economic development of the Acadian Peninsula?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Very Satisfied	12	22	12	13
Somewhat Satisfied	35	42	38	37
Neither	29	23	32	29
Somewhat Dissatisfied	14	11	15	13
Very Dissatisfied	10	3	3	8
n =	232	120	74	426

TABLE: 34

QUESTION: What, in your opinion, are the greatest barriers to economic development in the Acadian Peninsula?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Need more government assistance/ government problems	16	17	14	16
High unemployment in the region	11	18	9	12
Lack of capital	10	14	14	10
Low economy	12	10	8	10
Isolated location	9	8	14	10
Lack of Education	5	14	9	7
Strikes/unions	9	2	8	7
Transportation/no airport	6	3	13	6
Population base too small	5	4	3	5
Unemployment insurance	3	6	5	3
Don't know	6	5	8	6
Nothing	3	1	0	3
Other	17	20	17	17
n =	235	107	64	406

TABLE: 35

QUESTION: And what are the best business opportunities for the economic development of the Acadian Peninsula?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Fishing industry	16	20	19	18
Develop more of our natural resources	11	13	22	14
Government aid	8	9	6	7
More employment	8	8	3	7
Small enterprise	6	5	5	7
Diversify	4	5	14	6
Develop private sector	6	7	5	6
Locals should support local industry	6	4	3	5
Develop tourism	4	5	13	4
Selling more local products	5	5	5	4
Economy problems	3	3	2	3
Nothing	14	13	11	15
Don't know	10	8	5	10
Other	12	15	13	12
n =	232	105	64	401

TABLE: 36

QUESTION: In what type of industry is your business?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Retail Trade	23	18	12	23
Business Services	21	9	4	19
Construction	6	10	14	7
Fishing	4	13	15	7
Manufacturing/Processing	4	5	7	4
Hospitality	3	7	4	3
Government Services	2	6	6	2
Health and Social Services	1	6	8	2
Finance/Insurance	2	3	1	2
Agriculture	3	1	3	2
Peat Moss	0	0	7	1
Wholesale Trade	1	3	0	1
Educational Services	1	1	4	1
Transportation	1	0	0	1
Forestry	0	1	3	0
Communications	0	1	0	0
Mining	0	0	1	0
Real Estate	0	0	0	1
Other	27	18	11	25
n =	243	120	73	436

TABLE: 37

QUESTION: Would you describe your business as seasonal in nature or year round?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Seasonal	16	19	36	19
Year Round	84	81	64	82
n =	248	124	77	449

TABLE: 38

QUESTION: How long has your company been in business?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
1 - 5 Years	17	19	12	17
6 - 10 Years	24	19	12	23
11 - 15 Years	17	17	21	16
16 - 20 Years	18	11	10	15
21 - 25 Years	8	13	15	11
26 or More Years	16	22	31	17
n =	245	124	78	447
Average:	16.8	18.6	21.5	17.3

TABLE: 39

QUESTION: Into which of the following categories did your total sales revenue in 1990 fall?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Less than $250,000	64	23	15	53
Between $250,000 and $499,999	18	19	6	17
Between $500,000 and $749,999	5	8	19	6
Between $750,000 and $999,999	8	5	6	9
$1,000,000 or More	6	45	56	15
n =	211	96	54	361

TABLE: 40

QUESTION: What percent do you expect your revenue to increase in 1991?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
1%	0	0	1	0
2	3	2	1	3
3	1	0	0	1
4	0	1	3	1
5	3	9	13	4
6	0	1	3	1
7	0	1	1	0
8	0	0	3	1
10	14	15	9	12
12	1	3	0	1
14	0	1	0	0
15	2	3	1	2
20	5	1	3	4
25	0	3	1	1
30	2	0	1	1
32	0	1	0	0
35	0	1	0	0
40	0	1	0	0
50	0	4	4	2
70	0	1	0	0
No Increase Expected	59	33	39	54
Don't Know/No Opinion	9	21	16	11
n =	241	117	75	433
Average:	4.8%	9.7%	6.8%	5.4%

CRA

TABLE: 41

QUESTION: Do you export your products or services outside the Acadian Peninsula?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Yes	20	35	55	24
No	80	65	46	76
n =	243	122	77	442

TABLE: 42

QUESTION: And finally, which of the following best describes your company?

	1-9 Employees %	10-24 Employees %	25 Employees or More %	Weighted Overall %
Mostly owned by individuals living in the Acadian Peninsula	95	84	85	93
Mostly owned by New Brunswickers living outside the Acadian Peninsula	3	5	7	3
Mostly owned by individuals living outside New Brunswick	2	11	8	4
n =	265	119	73	437

EXHIBIT A:
SURVEY QUESTIONNAIRES

1 2 3 4
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LABOUR MARKET STUDY - ACADIAN PENINSULA - HOUSEHOLD SURVEY

Hello, my name is ________ and I work with Corporate Research Associates, a public opinion and market research company. Today we are conducting a study on behalf of the Government of New Brunswick of those living and working in the Acadian Peninsula. I would like to talk with a (male/female) member of your household between the ages of 15 and 54 years old, who have either **completed school or is no longer attending school on a full-time basis.** This survey will take about 10 minutes to complete, and all responses to the survey will be treated with strict confidentiality.

A. Gender? (By observation.)

o Male	1
o Female	2

B. Into which of the following age categories do you fall?

o 15 - 24	1	o 45 - 54	4	
o 25 - 34	2	o 55+	5	-- **Thank & Terminate.**
o 35 - 44	3			

PART A

I would like to begin by asking you about living in the Acadian Peninsula.

1. Overall, how satisfied are you with the quality of life within the Acadian Peninsula? Are you:

Very Satisfied	Somewhat Satisfied	Neither Satisfied/ Dissatisfied (Vol.)	Somewhat Dissatisfied	Very Dissatisfied
1	2	3	4	5

2. What is your **current** employment status? Are you currently:

o Employed full-time, that is, at least 30 hours per week	1 -- Go to Q.#5.
o Employed part-time, that is, less than 30 hours per week	2 -- Go to Q.#5.
o Not employed, but actively looking for full-time work	3 -- Go to Q.#17.
o Not employed, but actively looking for part-time work	4 -- Go to Q.#17.
o Not actively looking for work at all	5 -- **Continue.**

3. Can you tell me why you are not actively looking for work at this time? (Do not provide responses.)

o Homemaker	1
o Retired	2
o Disabled	3
o Seasonally employed	4
o Discouraged	5
o Other (Specify: ____________________)	9

4. Would you be prepared to work full-time if you were offered full-time employment?

Yes	No	Uncertain (Vol.)
1	2	3

Go to Question #24.

5. Are you self-employed or do you work for someone else?

o Self-employed	1
o Work for someone else	2
o Both (Vol.)	3

If self-employed, go to Question #12, otherwise please continue.

6. Are you presently a member of a union?

o Yes	1
o No	2

7. On average, how many hours do you work in a typical week?

o ____________ number of hours.

8. Is your present job of a seasonal nature or is it a permanent year-round job?

o Seasonal	1
o Permanent	2

9. In what type of industry do you work? **(Probe for industry category. Do not provide response categories.)**

o Agriculture	01
o Business Services	02
o Communications	03
o Construction	04
o Educational Services	05
o Fishing	06
o Finance/Insurance	07
o Forestry	08
o Government Services	09
o Health and Social Services	10
o Hospitality	11
o Manufacturing	12
o Mining	13
o Peat Moss	14
o Real Estate	15
o Retail Trade	16
o Transportation	17
o Wholesale Trade	18
o Other (Specify: ____________________)	99

CRA

10. Overall, how satisfied are you with your present job? Would you say you are:

Very Satisfied	Somewhat Satisfied	Neither Satisfied/ Dissatisfied (Vol.)	Somewhat Dissatisfied	Very Dissatisfied
1	2	3	4	5

11. And how satisfied are you with each of the following factors related to your present job? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied with: **(Rotate factors.)**

	Very Satisfied	**Somewhat Satisfied**	**Neither (Vol.)**	**Somewhat Dissatisfied**	**Very Dissatisfied**
o Pay	1	2	3	4	5
o Training opportunities	1	2	3	4	5
o Job security	1	2	3	4	5

12. How long have you worked for your present employer (for yourself)?

o ____________ number of years.

13. How many years have you lived, without interruption, in the Acadian Peninsula?

o ____________ number of years.

14. In the past five years, have you moved from one community to another for work reasons?

Yes	No
1	2

15. How interested would you be in moving to another area of New Brunswick outside the Acadian Peninsula for a better job opportunity? Would you be:

Very Interested	Somewhat Interested	Not Very Interested	Not at All Interested
1	2	3	4

If not very/not at all interested, please continue, otherwise go to Question #24.

16. Can you tell me why you would **not** be interested in moving outside the Acadian Peninsula for a better job? **(Probe for specifics.)**

____

____

Go to Question #24.

CRA

PART B

I would like to ask you about **job prospects** in the Acadian Peninsula.

17. Would you say you are very optimistic, somewhat optimistic, not very optimistic, or not at all optimistic regarding your job prospects in the region?

Very Optimistic	Somewhat Optimistic	Not Very Optimistic	Not at All Optimistic	No Opinion (Vol.)
1	2	3	4	5

18. How long, in months, have you been actively looking for work?

o ____________ number of months.

19. What do you feel is the **main reason** you are having difficulty finding a job? (Do **not** provide **responses.**) Are there any other reasons why you are having difficulty finding a job?

	1st Mentioned	Other Mentions
o No jobs available	01	01
o Lack of education	02	02
o Lack of work experience	03	03
o Lack of job skills	04	04
o Unwilling to travel	05	05
o Unwilling to relocate	06	06
o No retraining programs available	07	07
o Don't know (Vol.)	98	98
o Other (Specify: ______________________)	99	99

20. When was the **last time** you worked regularly, either full-time or part-time?

o Within the past six months	1
o Between seven and twelve months ago	2
o More than a year ago	3
o Never	4

21. How far in miles or kilometres would you be prepared to travel **each** day from your home in order to work?

o __________ miles.

o __________ kilometres.

22. How **interested** would you be in moving to another area of New Brunswick outside the Acadian Peninsula to get a job? Would you be:

Very Interested	Somewhat Interested	Not Very Interested	Not at All Interested
1	2	3	4

23. Under what conditions would you be **willing** to move outside the Acadian Peninsula in order to get a job? **(Probe for specifics.)**

____

____

CRA

PART C

In this next section, I would like to ask you about your **work experience** and **job skills**.

24. In total, how many years of work experience do you have?

o ____________ number of years of work experience.

25. How many different employers have you worked for in the past five years?

o Number of employers: ____________	– **Continue.**
o Self-employed	97 – **Continue.**
o None	98 – Go to Q.#27.
o Never worked	99 – Go to Q.#27.

26. I would like to ask about the last three jobs you have held. Beginning with your current or most recent job, what type of work did you do in each job? And how long were you employed in each of these jobs? Were each of these jobs permanent or seasonal? Were each of these jobs located within the Peninsula, elsewhere in New Brunswick, or outside the province?

	Type of Work
o Most recent/current job:	____________
o Second most recent job:	____________
o Third most recent job:	____________

	Most Recent/ Current Job	**Second Most Recent Job**	**Third Most Recent Job**
Length of Employment:			
o Less than 6 months	1	1	1
o At least 1 year, but less than 2 years	2	2	2
o At least 2 years, but less than 3 years	3	3	3
o At least 3 years, but less than 4 years	4	4	4
o At least 4 years, but less than 5 years	5	5	5
o Five years or more	6	6	6
Nature of Work:			
o **Seasonal**	1	1	1
o **Permanent**	2	2	2
Location:			
o Inside Acadian Peninsula	1	1	1
o Elsewhere in New Brunswick	2	2	2
o Outside New Brunswick	3	3	3

27. In your opinion, what factors are most important in order to be hired for a job? **(Do not provide responses. Multiple responses permitted.)**

o Training/education	01
o Work experience skills	02
o Personal characteristics	03
o Knowing someone	04
o Timing/luck	05
o Other (Specify: ____________________)	99

28. What, if any, special training or work skills do you have? **(Probe for specifics.)**

____

____

29. When was the **last time** you participated in a training program to improve your job skills? **(Do not provide responses.)**

o Within the past year	1
o Between 1 and 2 years ago	2
o Between 3 and 4 years ago	3
o Five or more years ago	4
o Can't recall (Vol.)	5
o Never	6

If less than 5 years, please continue, otherwise go to Question #31.

30. In what way(s) did you benefit from the last training program you attended? **(Do not provide responses.)**

o Increased personal productivity	01
o Upgraded personal skills	02
o Increased job responsibilities	03
o Switched to new job	04
o No benefit identified	05
o Other (Specify: ____________________)	99

31. How likely would you be personally to participate in a training program to upgrade your job skills? Would you be:

Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
1	2	3	4

If likely, continue, otherwise go to Question #36.

32. What type of skill training program would you be most likely to attend? **(Probe for specifics.)**

____

____

CRA

33. Given a choice, would you prefer to attend a training program during the day or during the evening?

o Day - Specify:	
- Full-time basis	1
- Part-time basis	2
o Evening	3
o No preference (Vol.)	4
o Don't know/not stated (Vol.)	5

34. Would you be willing to pay some portion of the cost of such a program to upgrade your job skills?

Yes	No	Uncertain
1	2	3

35. And how far in miles or kilometres would you be prepared to travel to attend such a training program?

o ______________ miles.

o ______________ kilometres.

PART D

In this next section, I would like to ask about **Unemployment Insurance benefits.**

36. Have you personally received any Unemployment Insurance benefits during the past year?

Yes	No
1	2

If yes, please continue, otherwise go to Question #39.

37. How many weeks in the past year have you received Unemployment Insurance benefits?

o __________ number of weeks.

38. And how many weeks did you work before receiving Unemployment Insurance benefits?

o __________ number of weeks.

39. Not including yourself, how many members of your household have received Unemployment Insurance benefits in the past year?

0	1	2	3	4 or More

40. How many members of your household, including yourself, are available to work, but who are presently unable to find a job?

0	1	2	3	4 or More

CRA

PART E

In this final section, I would like to ask you a few questions about your household to help us analyze the results of this study.

41. What is the **highest** level of education that you have personally completed?

o Elementary school or less	1	(Specify Grade: ____)
o High school incomplete	2	(Specify Grade: ____)
o High school complete	3	
o Vocational/technical school complete	4	(Specify Course: ____________)
o Some university/college	5	
o University/college complete	6	(Specify Degree: ____________)

42. What is your present marital status?

o Married	1
o Single--Never Married	2
o Single--Widowed or Divorced	3
o Separated	4
o Other (Specify: ____________________)	9

43. Including yourself, how many people live in your household?

00 01 02 03 04 05 06 07 08 09 10 or More

44. Do you or your family own your own home?

o Yes	1
o No	2

If yes, continue, otherwise go to Question #46.

45. Do you own your home outright, or do you have a mortgage on your home?

o Own home outright	1
o Mortgage on home	2
o Don't know/no response (Vol.)	3

46. In which of the following categories did your **total personal income** from all sources fall in 1990 **before** taxes? Was it:

o Less than $6,000 per year	1
o Between $6,001 and $12,000	2
o Between $12,001 and $18,000	3
o Between $18,001 and $24,000	4
o Between $24,001 and $36,000	5
o Between $36,001 and $48,000	6
o More than $48,000 per year	7
o Refused (Vol.)	8

47. Which of the following have been sources of **personal** income for you in the past 12 months? **(Probe: Any other sources of personal income? Multiple responses permitted.)**

	Yes	No
o Self-employment income	1	2
o Employment income	1	2
o Pension income	1	2
o UIC	1	2
o Social assistance/welfare	1	2
o Workmen's compensation	1	2
o Investment/savings income	1	2
o Other (Specify: ____________________)	1	2

48. In which of the following categories did your **total household income** from all sources fall in 1990 **before** taxes? Was it:

o Less than $6,000 per year	1
o Between $6,001 and $12,000	2
o Between $12,001 and $18,000	3
o Between $18,001 and $24,000	4
o Between $24,001 and $36,000	5
o Between $36,001 and $48,000	6
o More than $48,000 per year	7
o Refused (Vol.)	8

49. Which of the following have been sources of income for your **household** in the past year? **(Probe: Any other sources of household income? Multiple responses permitted.)**

	Yes	No
o Self-employment income	1	2
o Employment income	1	2
o Pension income	1	2
o UIC	1	2
o Social assistance/welfare	1	2
o Workmen's compensation	1	2
o Investment/savings income	1	2
o Other (Specify: ____________________)	1	2

Interviewer's Instruction:

For verification purposes, please ask respondent for their first name and postal code.

Respondent's First Name: ______________________________
Telephone #: ______________________________
Town/Community: ______________________________
Postal Code: ______________________________

THANK YOU FOR YOUR COOPERATION AND ASSISTANCE.

CRA

___	___	___
1	2	3

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LABOUR MARKET STUDY - ACADIAN PENINSULA - EMPLOYER SURVEY

Hello, my name is ________ and I work with Corporate Research Associates, a public opinion and market research company. Today we are conducting a study on behalf of the Government of New Brunswick of employers in the Acadian Peninsula. I would like to speak with the individual most responsible for overall company decisions. This survey will take about 10 minutes to complete, and all responses to the survey will be treated with strict confidence.

PART A - PRESENT ECONOMIC CONDITIONS

I would like to begin by asking you about **current economic conditions** in the Acadian Peninsula.

1. Thinking now about your own company, would you say that your company's economic well-being, compared to others in your industry, is now . . . than it was 12 months ago?

Much Better	Somewhat Better	About the Same	Somewhat Worse	Much Worse	
1	2	3	4	5	4

2. And do you expect your company's economic well-being in the next 12 months will be . . .?

Much Better	Somewhat Better	About the Same	Somewhat Worse	Much Worse	
1	2	3	4	5	5

3. Compared with a year ago, would you say that employment opportunities in the Acadian Peninsula are now . . .?

Much Better	Somewhat Better	About the Same	Somewhat Worse	Much Worse	
1	2	3	4	5	6

4. And do you expect employment opportunities in the Acadian Peninsula in the next 12 months will be . . .?

Much Better	Somewhat Better	About the Same	Somewhat Worse	Much Worse	
1	2	3	4	5	7

5. In thinking about your company, what would you say is your greatest strength? **(Probe for specifics.)**

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6. And what, if anything, would you say is your company's greatest weakness? **(Probe for specifics.)**

____ 14-19

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PART B - ECONOMIC FUTURE

In this next section, I would like to ask you about your assessment of the **economic future** of the Acadian Peninsula.

7. Overall, would you say you are very optimistic, somewhat optimistic, not very optimistic or not at all optimistic about the economic prospects of the Acadian Peninsula in the next five years?

Very Optimistic	Somewhat Optimistic	Not Very Optimistic	Not at All Optimistic	No Opinion (Vol.)	
1	2	3	4	5	20

8. Can you tell me why you feel (don't feel) optimistic about the region's economic future? **(Probe for specifics.)**

Optimistic:

21-26

Not Optimistic:

27-32

9. Thinking about the next two years, does your company have plans to expand or diversify its business operations?

Yes	No	Undecided	
1	2	3	33

If yes, please continue, otherwise go to Question #14.

10. Would you say your plans are mainly to expand the sale of existing products/services, or to diversify into new products/services?

o Expand existing products/services	1	
o Diversify into new products/services	2	34
o Combination (Vol.)	3	
o Refused (Vol.)	4	

11. If your plans to expand or diversify were to proceed, how many additional employees would you likely hire in each of the following categories? Would these jobs be mainly seasonal or permanent year-round jobs?

	# of Employees	Seasonal	Permanent	Both (Vol.)	
o Full-time employees, that is, working at least 30 hours per week	35-36	1	2	3	37
o Part-time employees, that is, working less than 30 hours per week	38-39	1	2	3	40

12. What, if any, special skills or training do you expect these jobs will require? **(Probe for specifics.)**

41-46

13. Would you expect to be able to hire these employees locally or to hire them from outside the Acadian Peninsuia?

o Hire locally	1	
o Hire from outside	2	47
o Both (Vol.)	3	

14. What do you expect the **minimum** education requirement of new employees you hire for your business will be in the future?

o Grade 10 or less	1	
o Grade 11	2	
o Grade 12	3	48
o University complete	4	
o Other (Specify: ____________________)	9	

15. How willing would you be to hire displaced workers from the fishing industry? Would you be:

Very Likely	Somewhat Likely	Not Very Likely	Not at All Likely	
1	2	3	4	49

PART C - PRESENT WORK FORCE

Now I would like to ask you about your **present work force.**

16. At the peak of your business year, how many employees do you have in each of the following categories?

	Males	Females
o Full-time employees, working at least 30 hours/week	___ 50-51	___ 52-53
o Part-time employees, working less than 30 hours/week	___ 54-55	___ 56-57

17. At your lowest level of employment, how many employees do you have in each of the following categories?

	Males	Females
o Full-time employees, working at least 30 hours/week	___ 58-59	___ 60-61
o Part-time employees, working less than 30 hours/week	___ 62-63	___ 64-65

18. What do you consider the **single** greatest problem with your present employees? **(Do not provide responses.)**

o Lack of training	01	
o Turnover	02	
o Poor work attitudes	03	
o Quality of work	04	
o Absenteeism	05	66-71
o Labour/management relations	06	
o Other (Specify: ____________________)	99	

19. What percent of your employees are unionized?

o ____%		
o Not unionized	999	72-74

20. On average, what percent of your permanent, full-time employees would turnover each year?

o ____% 75-76

PART D - TRAINING

Now I would like to ask you about **job-related training** for employees.

21. Does your company provide training for any of your employees?

Yes	No	77
1	2	

If yes, continue, otherwise go to Question #26.

22. What percent of your permanent work force received training in the past year?

o ____% 78-81

23. What type of training do you provide to employees? **(Probe for specifics.)**

o On-the-job training	01	
o Apprenticeship training	02	
o Marketing/sales training	03	
o Supervisory/management training	04	82-89
o Personal development	05	
o Financial/budgetary training	06	
o Other (Specify: ______________________)	99	

24. Have you, or others in your company, attended any training programs conducted by organizations other than your own, in the past year?

Yes	No	90
1	2	

If yes, continue, otherwise go to Question #26.

25. Can you name a few of the organizations sponsoring the training programs you or others have attended in the past year? **(Probe for specifics.)**

____ ______________ 91-98

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26. Do you have any problems with your employees' ability to read or understand written materials related to their work?

Yes	No	99
1	2	

If yes, please continue, otherwise go to Question #28.

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27. What, if anything, is your company doing to deal with this problem? **(Probe for specifics.)**

____ 100-103

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28. How many apprentices do you presently employ?

o Number of apprentices: __________		104-105
o None	99	

If none, go to Question #30, otherwise please continue.

29. What, if any, apprenticeship programs are your company involved in?

o Carpentry	01	
o Electrical	02	
o Mechanical	03	
o Plumbing	04	
o Welding	05	106-111
o Steam Fitter/Pipe Fitter	06	
o Stationary Engineering	07	
o Painting/Decorating	08	
o None	98	
o Other (Specify: ____________________)	99	

30. In total, how much did your company spend on training employees in 1990? **(Do not provide response categories.)**

o Nothing	1	
o Less than $2,500	2	
o $2,500 - $4,999	3	
o $5,000 - $9,999	4	
o $10,000 - $14,999	5	112
o $15,000 - $19,999	6	
o $20,000 - $24,999	7	
o $25,000 or more	8	
o Refused (Vol.)	9	

31. What type of training would be of most benefit to your company? **(Probe for specifics.)**

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PART E - ECONOMIC DEVELOPMENT

Now I would like to ask you your opinions about economic development in the Acadian Peninsula.

32. In your opinion, who should be most responsible for the economic development of the Acadian Peninsula? Would you say it is mainly the responsibility of the private sector, mainly the government's responsibility, or mainly the responsibility of local development boards and commissions?

o Private sector	1	
o Government (Specify Level):		
- Provincial	2	
- Federal	3	119-123
- Municipal	4	
o Local development boards and commissions	5	
o Don't know (Vol.)	6	

33. Overall, how satisfied are you with the role that **(rotate categories)** has played to date in the economic development of the Acadian Peninsula? Would you say you are:

	Very Satisfied	Somewhat Satisfied	Neither (Vol.)	Somewhat Dissatisfied	Very Dissatisfied	
o Federal Government	1	2	3	4	5	124
o Provincial Government	1	2	3	4	5	125
o Private Sector	1	2	3	4	5	126
o Local development boards and commissions	1	2	3	4	5	127

34. What, in your opinion, are the greatest barriers to economic development in the Acadian Peninsula? **(Probe for specifics.)**

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35. And what are the best business opportunities for the economic development of the Acadian Peninsula? **(Probe for specifics.)**

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PART F - COMPANY PROFILE

In this final section, I would like to ask a few questions about your company to help us analyze the results of this study.

36. In what type of industry is your business?

o Agricultural	01	
o Business Services	02	
o Communications	03	
o Construction	04	
o Educational Services	05	
o Fishing	06	
o Finance/Insurance	07	
o Forestry	08	
o Government Services	09	
o Health and Social Services	10	140-141
o Hospitality	11	
o Manufacturing/Processing	12	
o Mining	13	
o Peat Moss	14	
o Real Estate	15	
o Retail Trade	16	
o Transportation	17	
o Wholesale Trade	18	
o Other (Specify: ______________________________)	99	

37. Would you describe your business as seasonal in nature or year-round?

o Seasonal	1	142
o Year-round	2	

38. How long has your company been in business?

o Number of years: _______ 143

39. Into which of the following categories did your total sales revenue in 1990 fall? Was it:

o Less than $250,000	1	
o Between $250,000 and $499,999	2	
o Between $500,000 and $749,999	3	144
o Between $750,000 and $999,999	4	
o $1,000,000 or more	5	
o Refused (Vol.)	9	

40. What percent do you expect your revenue to increase in 1991?

o _______% Increase		145-146
o No Increase Expected (Vol.)	98	
o Don't know/No opinion (Vol.)	99	

41. Do you export your products or services outside the Acadian Peninsula?

Yes	No	
1	2	147

42. And finally, which of the following **best** describes your company? Are you:

- o Mostly owned by individuals living in the Acadian Peninsula 1
- o Mostly owned by New Brunswickers living outside the Acadian Peninsula 2 148
- o Mostly owned by individuals living outside New Brunswick 3

Interviewer's Instruction:

For verification purposes, please ask respondent:

Respondent's Name: ____________________
Title: ____________________
Company: ____________________
Telephone #: ____________________
Town/Community: ____________________
Postal Code: ____________________ 149-151

THANK YOU FOR YOUR COOPERATION AND ASSISTANCE.

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